

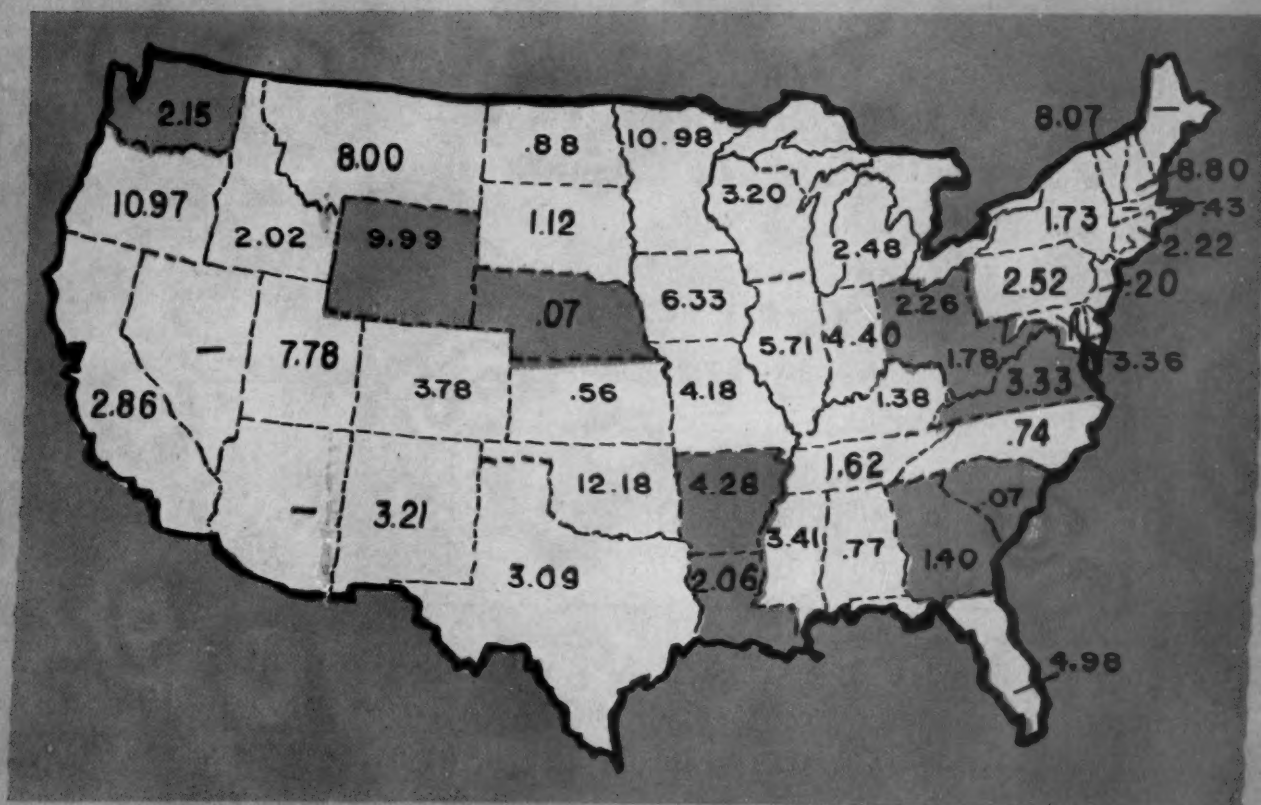
THE

# Laundry Journal

A REUBEN H. DONNELLEY PUBLICATION

June • 1960

SERVING  
PROFESSIONAL  
LAUNDRY  
MANAGEMENT



Red areas indicate states where sales decreased

## Family laundry sales hit \$756,000,000

The American Institute of Laundering reports 1959 sales were up 2.38 percent over 1958 with 33 states showing gains. Family business is still top money-maker compared to estimated \$460 million annual volume for linen supply; \$200 million, industrial; and \$50 million, diaper service

*For* ORIGINAL FEATURES...  
*you can depend on*  
**HUEBSCH ORIGINATORS**



**MAGNETIC DOOR LATCH**  
 for safe, sure, silent door closing.  
 Modern design eliminates triggers, buttons, springs.

**SELF-CLEANING  
 LINT SCREEN**

automatically cleans itself and deposits lint on "Magic Carpet" for fast, easy removal.

**AUTOMATIC  
 BACK-DRAFT DAMPER**

prevents hot air and lint from blowing back into tumbler. Protects pilot light, keeps surroundings cooler.

**EASY-TO-ADJUST FEET**  
 for quick, easy leveling and alignment of tumblers, regardless of floor slant.



**VARIABLE  
 TEMPERATURE SELECTOR**

Customer chooses correct temperature setting for efficient drying of various fabrics.

**HUEBSCH "37-A"**  
**GAS-HEATED  
 TUMBLER**

**HUEBSCH ORIGINATORS • MILWAUKEE 1, WIS.**

WORLD'S LARGEST MANUFACTURER OF COMMERCIAL TUMBLERS

**CHOICE OF ANY COLOR  
 AT NO EXTRA COST**

Choose the exact color you desire (a color swatch will do) and we will duplicate your choice.

**ONLY 37" TUMBLER  
 IN THREE SIZES**

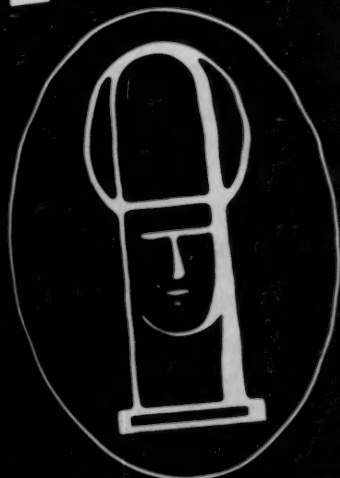
Only Huebsch offers choice of three sizes: 37" x 30", 37" x 24", 37" x 18". Standard or Coin-Metered Models.

**HIGH TEMPERATURE  
 LIMIT CONTROL AND  
 AIR FLOW SWITCH**

standard equipment on all models.

**CUT YOUR COSTS ... IMPROVE QUALITY**  
**... with these BISHOP SPECIALTIES**

**BISHOP**



**CLEANERS**

- Pressing Machine
- Finishing Accessories
- Handling Equipment
- Production Specialties

**LAUNDRY**

- Shirt Folders
- Sorters & Transporters
- Washroom Equipment
- Finishing Accessories

**ASK YOUR SUPPLIER TO SHOW YOU THIS CATALOG ... ORDER YOUR NEEDS FROM HIM !**

FOR YOUR OWN COPY OF THE CATALOG, WRITE

© 1960 BF CO.

**BISHOP FREEMAN CO.**

MANUFACTURERS, EVANSTON, ILL. U.S.A.

**BISHOP BAG-O-TERIAS®**

**BISHOP BUTTNER POSTS**

**BISHOP CLOTHES CARTS**

**BISHOP COLLAR-FORMERS**

**BISHOP GARMENT RACKS**

**BISHOP HANDLING TRUCKS**

**BISHOP IRONING BOARDS**

**BISHOP IRONS**

**BISHOP MOBILMARKRS®**

**PRESSPLATES**

**DAVIS® SINGLE PLATES**

**FABRIC-SAFE® DOUBLEPLATES®**

**LUSTERPLATES®**

**PRESS PADS**

**CUSHNTOP® COVER & PAD SETS**

**PRESS MACHINE HOSE**

**BISHOP FLEXIBLE HOSE**

**PRESSHEAD INSULATOR**

**COMFORTOP® HEAD INSULATOR**

**BISHOP PUFFERS, CLEANERS**

**BISHOP PUF-FINISHERS, LAUNDRY**

**BISHOP RUBBER HOSE**

**BISHOP SHIRT FOLDERS & ARMS**

**BISHOP SOAP MAKERS**

**BISHOP SORTERS, TRANSPORTERS**

**BISHOP SORTING REEL, CLEANERS**

**BISHOP SORTING REEL, LAUNDRY**

**BISHOP SPOTTING ACCESSORIES**

**BISHOP SPOTTING LAMP**

**BISHOP SPRAY GUNS**

**BISHOP-DRYCO® STEAM IRONS**

**BISHOP STARCH COOKERS**

**BISHOP TABLES, ALL-PURPOSE**

**BISHOP TRUCK TUBS, CLEANERS**

**BISHOP TRUCK TUBS, LAUNDRY**

**BISHOP WETCLEANING TABLE**

**AND MANY OTHER PROVED PRODUCTS**



# THE CLOTHES



Finished work and "specials" are handled at lowest cost by the INTERNATIONAL Metro-Mite.® Bumper-to-bumper length is only

13-ft., yet 1000 lbs. of laundry or 120 cleaning bags fit easily in the body. Metro-Mites can park almost anywhere, turn around in

most city streets. And with 4-cylinder power, a few gallons of gasoline go a long way. It's America's lowest-priced walk-in truck!



Bigger loads and less truck weight — plus no body rust — are features of INTERNATIONAL Trucks with Metro-Lite® bodies built with strong metal alloy and fiberglass reinforced plastic. Body capacities range from 352 to 468 cu. ft., lengths from 9-ft. 8-in. to 12-ft. 8-in. Gross vehicle weights from 5,400 to 11,000 lbs.



Best known silhouette in the laundry business — INTERNATIONAL Trucks with standard Metro® bodies. Smooth "one-piece" look and high, wide side panels provide a smart rolling billboard for your business. Capacities range from 243 to 301 cu. ft., body lengths from 7-ft. 9-in. to 9-ft. 6-in. GVW ratings from 5,400 to 11,000 lbs.



INTERNATIONAL TRUCKS with Metro® Bodies are factory-matched

# LINE!

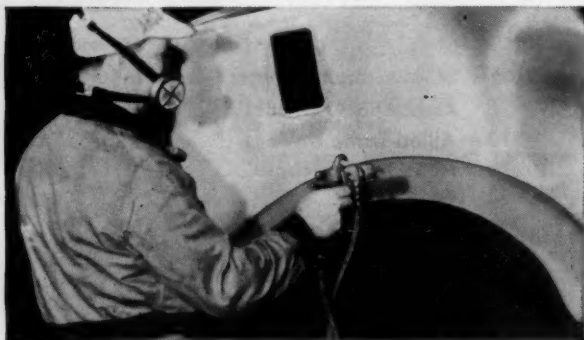
to save time and cut costs on any laundry or dry cleaning route... load-matched to help owners make more dollars of weekly sales. See your INTERNATIONAL Dealer or Factory Branch for the model you need!



Large mixed loads and long routes are serviced ideally by INTERNATIONAL Trucks with Metro® Van bodies. They offer up to 790 cu.

ft. of payload space for apartment house and industrial area pickups and deliveries. Drivers appreciate the ease of walk-in, walk-

through design — and ease of handling on crowded streets. Body lengths to 16-ft. 7-in., GVW ratings to 16,000 lbs.



#### CORROSION PROTECTION IS BUILT INTO METRO BODIES AT THE FACTORY!

Before the first of many protective coats of paint are applied, body and component parts of new top-grade steel are sprayed with a 175-degree prep-coat solution which imparts a phosphate coating as it removes dirt, grease and oil, to provide a clean, warm surface for maximum paint adhesion.

## INTERNATIONAL® TRUCKS

WORLD'S MOST COMPLETE LINE



International Harvester Company, Chicago • Motor Trucks • Crawler Tractors • Construction Equipment • McCormick® Farm Equipment and Farmall® Tractors

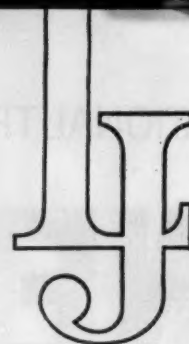
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THE LAUNDRY JOURNAL

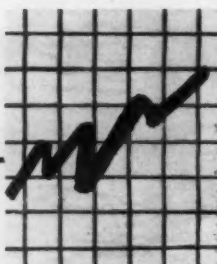
VOL. 67, NO. 6

JUNE 1960

Founded in 1898 as Starchroom Laundry Journal



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## MAIL CHANGES OF ADDRESS AND SUBSCRIPTION ORDERS TO:



The Laundry Journal, Reuben H. Donnelley Corp., 466 Lexington Avenue, New York 17, New York. Change of address should reach us one month in advance.

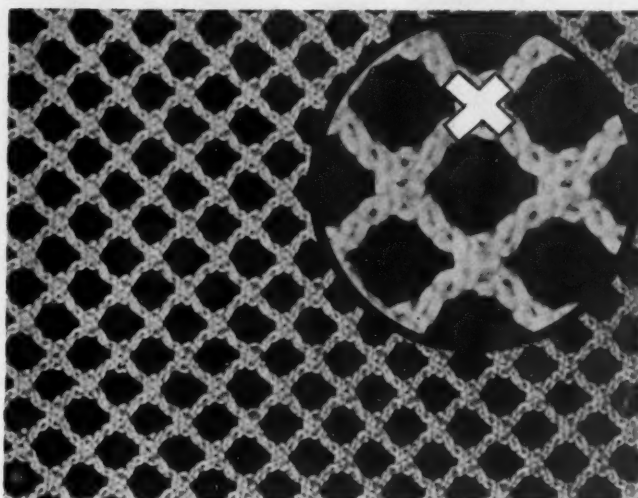


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# GRANITE

the new, super heavyweight\* nylon  
knitted net... by GIBRALTAR



◀ X marks the  
strongest point on  
the GRANITE NET...  
the spot where most  
nets wear out first!

\*Guaranteed 7½ pounds  
per dozen, 24"x36" size.

- Extremely heavy for long wear (7½ lbs. per doz., 24x36 size)
- Unique 5 bar construction. Lock knitted and reinforced; resists pin damage, does not snag buttons; ideal for easy, rapid pinning.
- Seams double-sewn; guaranteed not to open for life of net.
- **"Gibraltarized"** — Pre-Shrunk, for maximum retention of capacity and shape. **21" x 36" GRANITE** has same capacity after washing as 24" x 36" of other nets.

- Available in white or 8 chrome-dyed colors; guaranteed never to fade or bleed.
- **FREE SAMPLE**—send request on your letterhead.

## COLORS

WHITE, RED, BLUE, GOLD,  
GREEN, BROWN, ORANGE,  
VIOLET AND BLACK

## SIZES

14"x20"    21"x36"  
18"x30"    24"x36"  
21"x33"    30"x40"

**GIBRALTAR** FABRICS, INC.

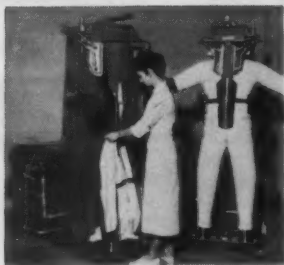
254 — 36TH STREET, BROOKLYN 32, N. Y.

**GIBRALTAR'S PRODUCTS ARE SOLD THROUGH LEADING DISTRIBUTORS EVERYWHERE**



# NEW products and literature

For further information or literature write the manufacturer on your business letterhead mentioning THE LAUNDRY JOURNAL.



## TWIN COVERALL UNIT

The new Mars series Coverall-matic features increased speed of operation with better finishing, permits one operator on two machines to turn out 175 coveralls per hour.

Other features are: improved collar presser, waistband drier, collar and back pocket finisher, permanent air filter. Two-hour installation of two machines requires only four connections: air, steam, return line, electricity.

Colmac Industries, Inc., Colville, Wash.



## COIN-MACHINE TABS

New Profit-Tab units attachable to coin-operated equipment automatically eject a card tab printed to offer discount deals, prize gifts, etc., or folded tabs to issue trading stamps.

Profit-Tab Sales Co., Station C., Box 81, Toledo 11, Ohio.



## NEW SPRAY SPOTTER

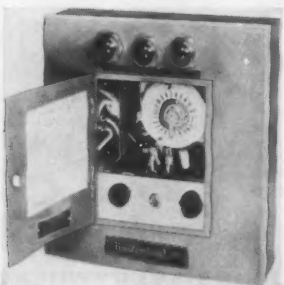
Said to be non-toxic, non-flammable, free-flowing, and effective on heavily embedded soil, Buckeye Spray Spotter is available in 1- and 5-gallon cans and in drums.

Davies-Young Soap Company, Dry Cleaning Division, 705 Albany St., Dayton, Ohio.

## FABRIC CONDITIONER

The Finishing Touch is a new product, added to the final rinse to impart a smooth finish to wetcleaned garments.

National Cleaners Chemical Mfg. Co., 2807 W. Lake St., Chicago 12, Ill.



## AUTOMATED BOILER CONTROL

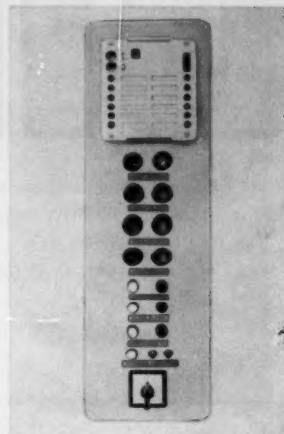
Boilertrol, a new electronically automated blowdown control, automatically turns on the boiler at a preset pressure, blows down the boiler and, after completion, brings it up to desired pressure. At night, the boiler turns itself off at a preset time.

Boilertrol Corporation, 798 Third Ave., Brooklyn 32, N. Y.

## AUTOMATED CONTROL

Computo-Matic three-track electronic system enables the Permac operator to clean, extract, dry and even waterproof a load by using 9-inch plastic cards and a pushbutton. The cards are color matched to the color of marking tags used in marking and classifying garments. Standard equipment on all new Permac synthetic dry-cleaning machines.

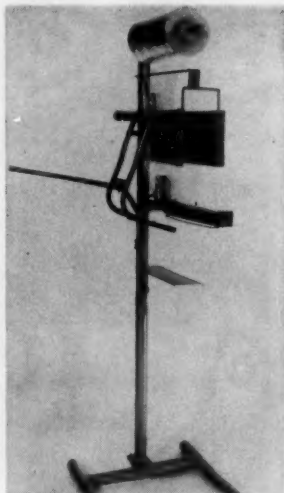
American Permac, Inc., 48 Merrick Rd., Rockville Centre, N. Y.



## NEW BAGGING UNIT

Instant-Pak features a "sure-seal" heating unit, open front, and a brake on the roll to eliminate over spin.

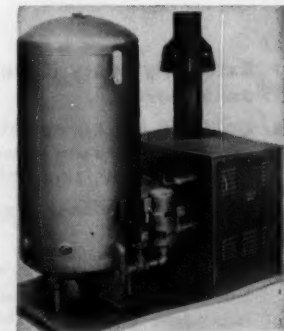
Pak-All Corporation, 5663 Bridgetown Rd., Cincinnati 11, Ohio.



## NEW WASHING PRODUCTS

Added to the Cowles Chemical Company's line are four sours: Neubrite (fluorescent), Neusol (mothproofing), FeSolv (rust-removing) and Neulin. Four new starches, called fabric finishes, are thick-boiling (Flexi-Finish), thin-boiling (Perfect Finish), dry-to-the-wheel (Instant Finish) and Linen Finish.

Cowles Chemical Company, 7016 Euclid Ave., Cleveland 3, Ohio.



## HEATING SYSTEM

The new self-contained Koppermatic System consists of the Koppermatic hot water heater, storage tanks, pump, wiring, piping and controls.

Western Boiler Engineers, Inc., 1616 Anson Rd., Dallas, Tex.

## GERM KILLER

Designed for coin-operated laundries, Sunfresh'ner destroys germs and odors with ultra-violet rays. The unit can be attached to any commercial tumbler-drier door.

Unimac Company, 802 Miami Circle, N. E., Atlanta 5, Ga.

Continued on page 10



Can you  
please the man  
who's hard  
to please?



Here's a man who's fastidious on the job . . . and in his personal habits as well. You can bet that he'll be hard to please when it comes to shirt work. He'll want his collars just right, his cuffs smooth and crisp. That's why so many professional laundries and cleaners are using Huron wheat starches—Instant Starch or Velvet Rainbow® to assure top-quality work.

Huron Instant Starch requires no mixing because it is added directly to the wheel in the powdered form. Yet you'll be sure of the same high quality standards that you've come to expect from Velvet Rainbow. Whether you select H.I.S.® or Velvet Rainbow, you can be sure of the best when you specify Huron wheat starches.

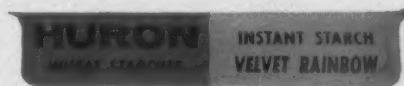
*The name of your nearest distributor of economical Huron® commercial starches is available from Hercules.*



Huron Milling Division, Virginia Cellulose Department  
**HERCULES POWDER COMPANY**  
INCORPORATED

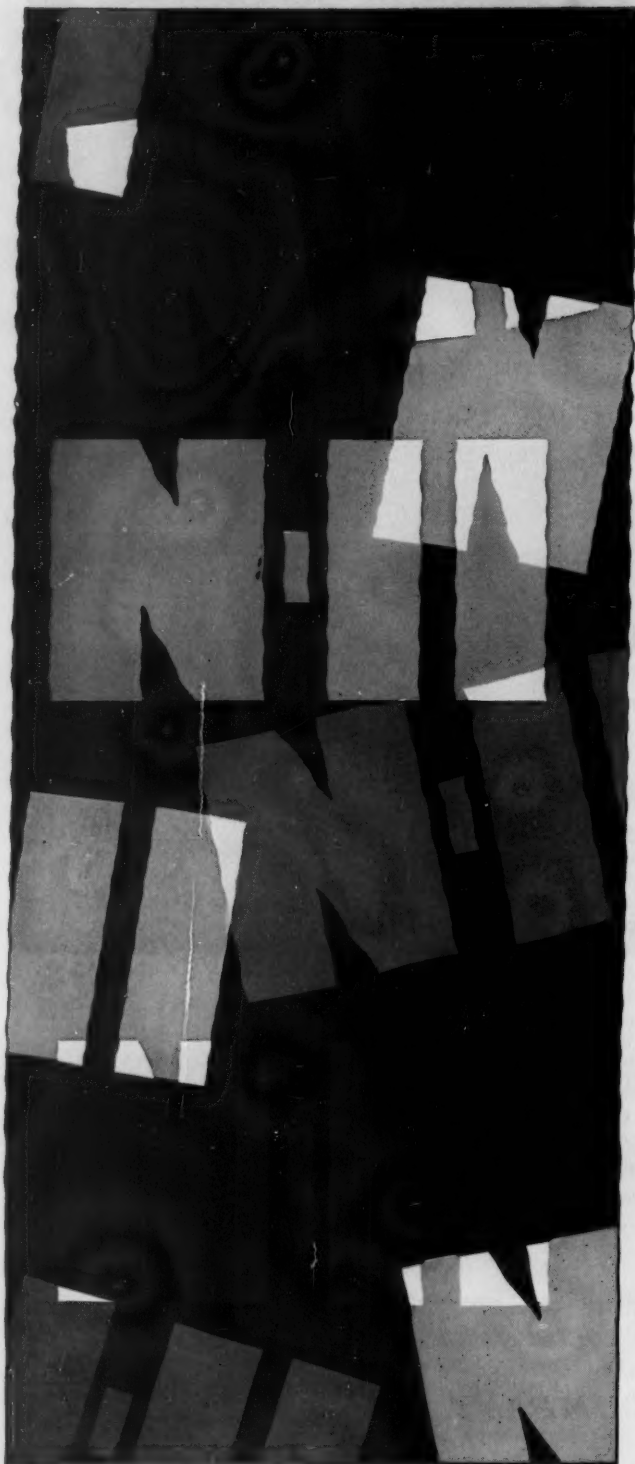
900 Market Street, Wilmington 99, Delaware

VH60-4



NOW...

# COLOR



## N-11 PRESS PADS TO SET NEW RECORDS FOR DURABILITY

*Since the first N-11 Press Pads were introduced a year ago, thousands have been put in service in leading laundry plants all over the country.*

The result? Users enthusiastically report that N-11 material lasts . . . and lasts . . . and LASTS. Its durability exceeds by far the original claims made for this remarkable product. Actual length of service depends, of course, on the type of press. But whatever the press application, for short range and long range economy, for durability—and MOST IMPORTANT—for quality of work, you can't beat N-11 pads!

**NOW IN COLOR** N-11 Press Pads are now available with a distinctive color stripe—be sure to identify the genuine N-11 with the new blue stripe. Ask your jobber to show you the new N-11 pads—or write us for full information.



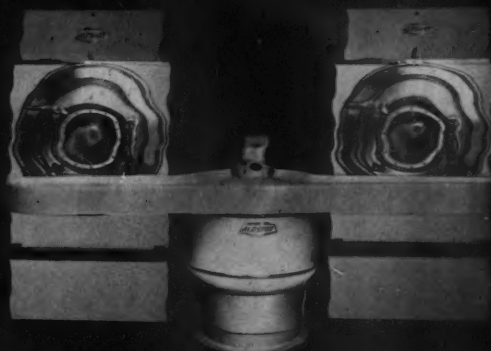
**"CONTINUED LEADERSHIP  
THROUGH CONSTANT RESEARCH"**



# WHIRL

## THROUGH THE BIG WASHES TOO...

and in record time when you install a time-saving Aldspin Extractor paired with a 25-lb. or 50-lb. Aldwash Washer. You'll cut down customer's waiting time, double the capacity of your dryers, and increase your profit potential through rapid turnover. This money-making combination lets you handle all the big bundles too, including draperies, shag rugs, restaurant and beauty shop laundry. Your customers wash and dry in half the time.



Aldwash Washers by Cook Machinery Co., Inc.

Aldspin Extractors by Bock Laundry Machine Co.—Manufactured for ALD

Whether you need an Aldwash Washer that handles the big items and an Aldspin Extractor that speeds drying time . . . or equipment for an entire new store, it's smart to consult ALD. Proper balanced equipment, engineered exclusively for the laundry store industry . . . backed by intelligent store planning, a national service and parts organization, and the nation's most complete advertising program have made over 9,500 licensed Westinghouse Laundromat® stores supreme in profits and consumer acceptance.

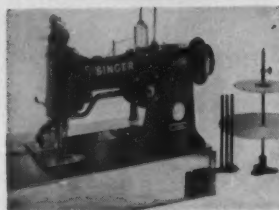
Can you risk your capital on untried equipment and inexperienced distributors when you too can afford to have the best, work with ALD, and profit by the consumer acceptance of the sign of the licensed Westinghouse Laundromat store? Call or write for equipment information and details on ALD's liberal financing plan.



**ALD, Inc.**

7045 North Western Avenue, Chicago 45  
Offices in 44 principal cities.  
ALD Canada, Ltd.,  
54 Advance Road, Toronto, Ont.

*ALD continues to set new standards for the laundry store industry*



#### WATER HEATER FOLDER

A folder describing the new Nick-O-Line hot water heaters gives complete specifications for nine models ranging up to 1,800,000 B.t.u. per hour.

Commercial Heater Company, 3020 Galvez, Fort Worth 11, Tex.

#### PACKAGING BROCHURE

A free 4-page brochure describes and illustrates the new Seal-A-Round semi-automatic packaging unit. It produces a package sealed on three or four sides in one operation.

Sealaround Corporation, 2024 S. Wabash Ave., Chicago 16, Ill.

#### EXTRACTOR CARDS

Now available are poster cards giving simple instructions for loading a Bock coin-operated extractor, also cards showing customer advantages of the extractors.

Bock Laundry Machine Company, 3600 Summit St., Toledo, Ohio.

#### PACKAGE-BOILER BULLETIN

A bulletin has been issued illustrating and describing the Powermaster Model 5 line of packaged automatic boilers, 20 to 100 hp., fired by oil, gas and gas-oil.

Orr & Sembower, Inc., Reading, Pa.

#### BLANKET BINDER

Singer 107W35 lockstitch blanket binding machine will produce up to 2,500 stitches per minute, making possible processing of over 20 blankets per hour.

Singer Sewing Machine Company, Dept. 292, 149 Broadway, New York 6, N. Y.

#### LINEN SALES AID

The new Pick-A-Pattern catalog is designed to help route salesmen and solicitors get table linen orders. The catalog includes illustrations of 17 designs and 60 colors, swatches of 12 solid colors.

Art Textile Corporation, Highland, Ill.

#### SANITARY BASKET LINER

This new Herculite basket liner and cover cap is made of a vinyl-nylon material said to resist stretching, rust, rot and mildew. The washable liner and cap are held in place by an elastic rope.

R. D. Bussard & Son, 505 Fifth Ave., Albany, Ore.

#### TRUCK PERFORMANCE RULE

A new slide rule mathematically measures truck performance. It will give such calculations as how much gross weight may be carried with a given engine, how steep a grade and at what speed a specific vehicle may climb.

The White Motor Company, 842 E. 79th St., Cleveland 1, Ohio.

#### LAUNDRY-CLEANING CATALOG

The new Enduro Products Catalog lists standard items, products developed to meet specific problems, new spotting agents, specialized equipment.

Aurora Manufacturing Company, 74-76 Wythe Ave., Brooklyn 11, N. Y.

#### ROTARY UNIT

Five Model 53T presses for uniforms, coats, jackets, pants, and seven mushroom presses for pants tops, backs of uniforms, collars, etc., comprise the Unipress Rotomatic rotary turntable pressing machine. Each machine is handled by one operator, to whom the Rotomatic automatically brings each press.

The Unipress Company, 2800 Lyndale Ave., S., Minneapolis, Minn.

#### DELIVERY BODY

A new laundry-drycleaner delivery body has been designed for the 1960 Chevrolet Drop Frame Flat Face Cowl chassis, Models C1402, C2502, C3602 and C4102.

Boyerstown Auto Body Works, Third and Walnut Sts., Boyerstown, Pa.

#### CONVEYOR IMPROVED

A booklet on Railex conveyors describes new features: full frame suspension, rail-encircling steel frame for stability and safety; complete convertibility, because of design standardization, as to part-garment, part-shirt or all-shirt.

Railex Corporation, 634 Dean St., Brooklyn 38, N. Y.

#### TRAINING RECORD

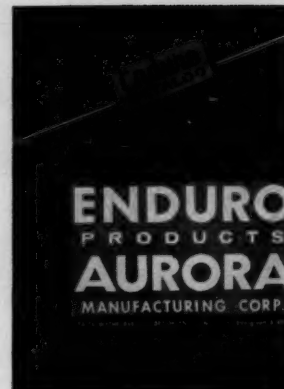
A 40-minute training record is being given free with each Forse Bantam Shirt Unit. It describes the eight steps necessary to finish a shirt on the Bantam, proper sequence, timing and rhythm. Can be played on any 33 1/3 r.p.m. record player.

The Forse Corporation, P. O. Box 639, Anderson, Ind.

#### DACRON TAPE

Spun-Tape, a new all-Dacron ironer tape of spun construction, is designed for spun-construction grip with low stretch or shrinkage. Packaged in special dispenser box.

Whitehouse Nylon Products, 360 Furman St., Brooklyn 1, N. Y.



#### VALVE BULLETIN

Four-page Bulletin WS-1A describes G-A Double Cushioned Check Valves, recommended for boiler feed lines, compressors, steam and reciprocating pumps.

Golden Anderson Valve Specialty Co., 1258 Ridge Ave., Pittsburgh 33, Pa.

#### TRUCK LEASE PLAN

A free booklet explains the new Divco-Wayne truck leasing plan, which includes lettering and painting to specifications, bonus refunds for good maintenance, covers all Divco models. The firm will purchase Divco trucks now owned by leasers.

Divco Division, Divco-Wayne Corporation, 22000 Hoover Rd., Detroit, Mich.

#### TUMBLER BULLETIN

A recent bulletin illustrates the new line of Westport II coin-op tumbler-driers. It explains Hoyt's Loadrol feature, which enables the customer to vary basket speed, and the Vari-Temp control for heat-level selection.

Hoyt Manufacturing Corp., Westport, Mass.

Procter & Gamble research brings you better-than-ever

# OZONITE



The best detergent ever built for top efficiency and economy!

Improved in Procter & Gamble's laboratories, Ozonite has proved better than ever in field tests under actual working conditions. Results show that this ready-to-use balanced blend of high titer soaps and alkaline builders gives superior soil removal, excellent whiteness maintenance and wide safety to fabrics, load after load.

And because Ozonite is always uniform in strength and quality, even an inexperienced washman finds it easy to get results you'll be proud of. When the proper suds level is reached, he knows he's added the right amount of Ozonite. Moreover, because of its balanced composition, Ozonite requires fewer rinses.

Save time, manpower and money with the complete detergent—today's improved Ozonite! Try it for 30 days. For more information, write:

*Procter & Gamble*

Manager, Bulk Soap Sales Department P. O. Box 599, Cincinnati 1, Ohio





## The issue in brief

### The summer slump

If you have always believed summer sales drops were inevitable, you'll be surprised by the facts. This can be a very busy season for both laundry and drycleaning department.

### Air conditioning

While it's still impractical to completely air-condition an entire laundry plant, the U. S. Air Force has given manufacturers impetus to improve evaporative cooling systems which provide effective relief at reasonable cost.

### Financial assistance

Two out of every three businessmen borrow money for business purposes. An attorney offers advice on how to get credit on the most liberal terms.

### Linen conservation

A linen supply man offers 24 suggestions on linen conservation which helped his company cut replacement costs from 20 percent down to 12.2 percent.

### Throwaway clothing

LJ takes a look at a paper coverall recently made available to the public at large through New York's largest department store. Cloth substitutes are getting better and better.

### Personnel Relations

Many of the human relations concepts of a decade ago are no longer valid. For example, high morale doesn't mean high production. More and more companies are taking steps to combat absenteeism. The measures range from punishing offenders by dismissal to rewarding the conscientious with extra time off.

### Clean-only service

Here's a service that answers the possible threat of coin-op cleaning and opens up a brand-new market for professional operators at the same time. But choose the name of the service carefully and sell it by the piece rather than by the pound.

### PR in action

Gaining greater consumer acceptance is a common industry goal. But the means of attaining it are many and varied. The New Jersey Laundry and Cleaning Institute approach is through "thought leaders" so they hold a seminar for teachers. The Bureau of Laundry & Dry Cleaning Standards tries the "grassroots" approach and sponsors a fabric forum for homemakers.

### Two-way radios

With some 50 companies now producing two-way radios for operation on the newly created Class D Citizens Band, price objections are diminishing rapidly. This trend may pave the way for wider use of radio-telephones on laundry routes in some areas.

### Convention reports

Commercial laundrymen "invade" the Western Association of Institutional Laundry Managers' conference in Los Angeles. Detailed report of the proceedings at the annual convention of the Linen Supply Association of America. Tri-State Laundry-owners Association announces winners of "Best Idea" contest.



**A GENERATION OF PROSPERITY**—The Eagle Laundry of Jacksonville, Florida, provides virtually every type of laundry and dry cleaning service imaginable. In order to meet the demand for these services, a fleet of 11 trucks operates daily from this plant at 451 Catherine Street. For over 20 years, Prosperity apron cloths have been used exclusively on the flat work ironers at this plant. The top apron on one standard-speed ironer has been in continuous use now for over nine months; and the bottom apron has not been replaced for over 16 months. This is another example of how the fabrics produced by Mount Vernon Mills and the industries they serve are serving America.



**Mount Vernon Mills, inc.**  
A LEADER IN INDUSTRIAL TEXTILES



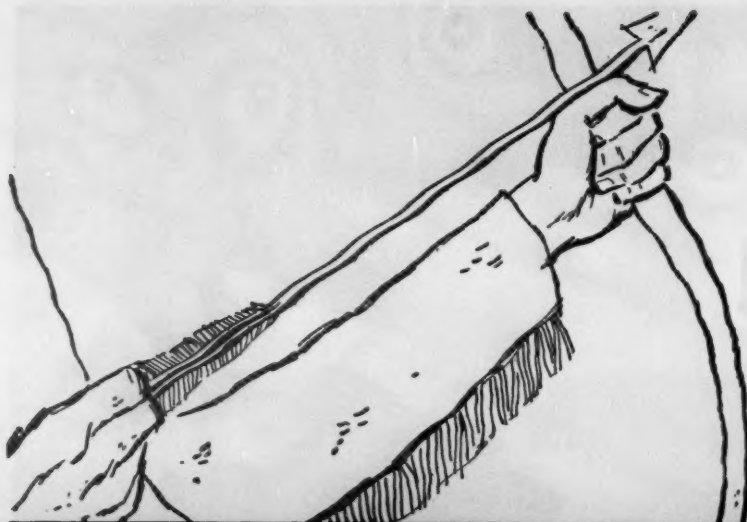
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**Always look for this purple stripe in all PROSPERITY\* and ORIOLE\* fabrics. It's your assurance of fine performance and longer life in apron duck and cover cloth fabrics.**

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**Quality  
goes up**

**These Wyandotte alkalies permit cold-water**

# APACHE

You can have uniform color with striking whiteness, reduce rewashing to a minimum, save \$\$\$ with cold-water rinsing — these advantages, and more, too, with Wyandotte ARLAC® or APACHE®.

Smart laundry operators know that *price-per-pound* is not the answer to profit . . . *low use-cost* is the solution! And low use-cost of supplies is made possible with ARLAC or APACHE.

Wyandotte Chemicals Corporation, Wyandotte, Mich. Also Los Nietos, California. Offices in principal cities.

A specialized alkaline detergent for washing heavily stained work in commercial and linen-supply laundries. Promoted with CMC.

- ★ Eliminates soap on the break.
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**It's just good business to use**



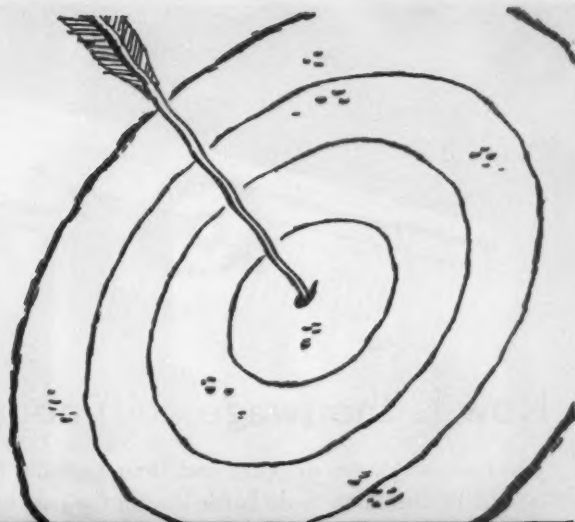
**Wyandotte CHEMICALS**

**SPECIALISTS IN LAUNDRY**

THE LAUNDRY JOURNAL



**...costs  
go down!**



**rinsing without additive... save on fuel!**

**or ARLAC**

A soap builder for maximum soil suspension and whiteness retention. Promoted with CMC.

- ★ Excellent for use without soap on the break.
- ★ Permits cold-water rinsing.
- ★ Activates soap. Makes possible 20%-30% savings in soap.

**one of these Wyandotte alkalies**

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**WASHING PRODUCTS**

**We suggest:**

That you call in a Wyandotte man to *see* what Wyandotte ARLAC or APACHE can do toward producing high-quality work, at low use-cost, *in your plant*. It is his "first business" to be sure that you are pleased with the use of Wyandotte products. Call him, or drop us a line.

**Try APACHE  
or ARLAC  
today!**



## Now is the (wage and) hour!

The Federal Minimum Wage and Hour Law has been the rallying cry for businessmen to do battle during the past two decades.

The alarms have occurred with such frequency, however, that the next round may be lost through apathy and indifference, if nothing else. Don't give up now.

*Close observers of the Washington political scene predict Congress will change the present Minimum Wage Law by July 15.*

While anything can happen in an election year, those in the know say it would be the most naive kind of wishful thinking to expect Congress will adjourn without raising the Federal Wage.

It's "naive and wishful" because labor union leaders, liberal Democrats, as well as the Administration, are all for an increase in the Minimum Wage rate and extended coverage.

Whether these parties agree on a \$1.25 minimum or as little as \$1.10, the laundry industry faces trouble.

- The minimum applies to your lowest paid workers; those in higher than minimum categories will want proportionate wage increases.

- Even if you are presently paying minimum base rates (without incentives) higher than those proposed, you'll have problems if the laundry and cleaning exemption is lost. For one thing, you'll have to keep special records which are strictly regulated and enforced by costly penalties. And that's just a starter.

Your best defense is to act now—today. The American Institute of Laundering and the National Institute of Drycleaning have these suggestions:

- Contact your Congressmen and Senators and insist they do everything possible to protect your business from unwarranted dangerous cost increases.

- Tell them how it would affect you, your employees and customers.

- Urge them to leave the present laundry and drycleaning exemption in Section 13 (a) (3) of the Fair Labor Standards Act just as it is. Retail merchants, restaurants, hotels and many other local businesses will be asking the very same thing. All are united in this single effort—to hold on to the present exemption.

This could be the showdown. Don't gamble on a false alarm. Your business and profits are at stake.

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**Henry Mozdzer,** Editor

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**"We couldn't have purchased a more efficient or economical fleet if it had been custom engineered to our specific needs!"**

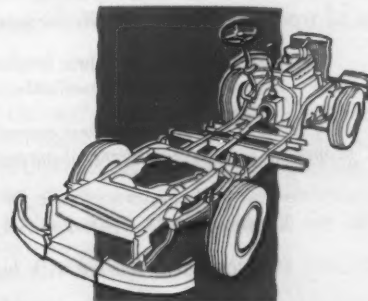
Those are the words of Mr. Joel Green, president of Fluff 'n Puff Pillow Service, a fast-growing national franchise operation that turned to DIVCO for the answer to their multi-stop delivery problem. Mr. Green has underscored the complete sincerity of his statement by ordering an additional fifty DIVCO DIVIDENDS to augment his present fleet of 65.

Fact of the matter is, DIVCO trucks are custom engineered for specific multi-stop delivery needs. Sound basis for all 31 models is the rugged, dependable DIVCO chassis that thrives on stop-and-go operation. No converted passenger car engine or over-the-highway truck power plant, DIVCO engines are built to idle without overheating, they take the constant kick of start and stop and do all this on a minimum of non-premium fuel. DIVCO's long service life (4 out of 5 DIVCOS ever built are still licensed and in service) is a big bonus benefit that further slashes operating costs.



How much "too much" is your present fleet costing you over what DIVCOS could do it for? We have facts and figures that will interest you. Write today—or contact your DIVCO Dealer.

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is specially engineered and built for multi-stop operation. Rugged strength and long life is assured by oversized component parts and finest quality materials. Dozens of exclusive DIVCO utility features make for best driver convenience and ease of operation.



# you could search forever and never find a "do-it-all" sour



THE  
ERUSTO SOUR  
APPLE TREE

Pick your sours from Pennsalt's  
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**Erusto-Ray® C**—Combination sour-blue with brightener  
... saves time and water.

**Erusto® Extra**—Fabric-safe, economical, easy to use ...  
for all types of fabrics, especially for wash 'n wear.

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... gives whiter, brighter whites.

**Erusto-Salts® Special**—Highest rust-removing  
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Recommended for colored work.

**Erustolin® A**—Economical souring with high solubility.

**Erustolin B**—For rust removal  
... dry-to-the-wheel use ... economical.

Your Pennsalt service technician and your  
distributor salesman will advise you on  
the best Erusto sour for your needs.

In modern laundry practice, there's no such thing as a "do-it-all" sour that will solve all souring problems. Because different problems with fabrics and dyes demand different solutions, genuine laundry sours are especially compounded with "added qualities" to overcome such problems as excess alkalinity, high iron content, chlorine retention, fugitives. For each problem or combination of conditions, there's an Erusto sour.

When ordinary commercial chemicals are offered as "do-it-all" sours, results are promised that can't be delivered. That's because each souring problem stems from a different source—variations in water conditions, detergents, dyes, fabrics, soil, etc. It's only natural that each problem requires a different solution ... and that no single sour could possibly contain all the ingredients necessary to meet the requirements of a "do-it-all" sour.

Purity ... starting point for sours. There's a big difference between genuine—or proprietary—laundry sours and the basic commercial chemicals often sold for laundry souring. For instance, a genuine laundry sour is one developed specifically for laundry use ... built to the laundry industry's high standards of purity and consistency—qualities that protect your reputation with safe, uniform, thorough souring. But the "so-called" sours too often contain troublesome—even dangerous—impurities that could result in uncontrolled, undependable action.



Erusto sours—pure, consistent . . . and “customized”. A genuine laundry sour is not made up solely of one ingredient. Instead, it is a combination of ingredients, each chosen for the specific properties it will impart to the sour bath, and which will, in turn, produce certain desirable characteristics in the finished work. It’s a question of problem and solution. Because they lack this important “customizing,” the “so-called” sours also lack the solutions to these problems.

Pennsalt pioneered the development of proprietary sours. Erusto sours are backed by years of experience and intensive research—in the laboratory and in the washroom. Erusto sours are made from pure, refined raw materials; quality control guards their purity and consistency from start to finish. And they’re custom-built . . . each Erusto sour is designed to meet a specific souring problem.

“Added qualities” for added value. In order to overcome any and all souring problems, Pennsalt developed a wide variety of special additives—available in Erusto sours either singly or combined, depending upon the requirements of your laundry operations. Among these, you’ll find “added qualities” that:

- Increase whiteness • Prolong fabric life • Retard color bleeding • Provide antichlor action • Remove rust and other stains • Prevent graying • Brighten colors • Prevent skin irritation • Remove odors • Kill bacteria • Improve fabric finish • Prevent rolling.

In addition, Pennsalt’s line of Erusto sours offers you big operating advantages: high neutralization for economical use . . . water savings . . . increased production . . . dual-purpose products for time-saving combined operations . . . higher quality work.

Erusto—most imitated. Erusto sours, the industry’s oldest and widest line, are also the most imitated—but never matched in purity, consistency and dependability. And never equaled, either, in the amount of customer satisfaction they provide. And they’re backed by Pennsalt’s outstanding technical service—always ready to help solve your problems and to help keep washroom costs down.

*Can you afford to use  
anything less than quality  
Erusto sours?*

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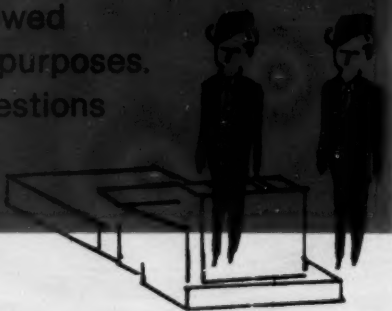




asks an attorney about

## Borrowing money for expansion

Today, two out of three businessmen use borrowed money for worth-while purposes. This article offers suggestions on what to do if you're looking for a loan.



by **ALLAN J. PARKER, LL.M.**

...a New York attorney who specializes in tax matters. He has a Bachelor of Laws degree as well as Master of Laws degree in taxation. A previous article by Mr. Parker, "Bring All Your Books and Records," appeared in these pages April 1960.

LET'S LOOK at the not too hypothetical case of George Brown, proprietor of Spotless Swan Laundry, who had decided to expand his small plant and build a drive-in area for \$5,000 on credit. On a taxable income of \$11,000 per year he concludes that he can easily repay \$90 per month plus interest. How can he finance this improvement on the most favorable terms?

Before committing himself to a long-term program of this sort, Mr. Brown has looked at certain intangibles very much in the alert businessman's mind when he makes business decisions. For instance, he knows that he is located in an area of expanding population near a large apartment development; he has reasonable amounts of medical and disability insurance; his profits are slowly but steadily growing, and his own health is good. All these important factors are favorable for his taking on a loan.

### SHOULD YOU SCRAP YOUR SAVINGS?

First, should George Brown, or you in a comparable situation, borrow money at all before scraping the bottom of his existing financial resources? Naturally, this depends on the facts of each case, but remember a credit rating is an available financial resource, too.

- Mr. Brown might do better to borrow for his proposed improvements rather than, say, sell a few shares of stock he owns. Why? Taxes are one good reason. These stocks have increased in value, as many sound investment stocks have in today's rising market. If he sells, Mr. Brown will have to pay a capital gains tax of about \$150. Assuming that some day this investment or its equivalent will be replaced, this tax simply is a hidden and unnecessary cost of financing.

- Also, dividends on jointly owned stock are not taxable up to \$100 a year. Interest on a loan, on the other hand, is deductible. Thus, in a 26 percent tax bracket, 4 percent in dividends received nearly equals 5 percent in interest paid in after tax costs.

- Finally, there's a practical reason for holding on to this stock. Here is the beginning of a savings program for the future, the children's college, or a little jam on the bread and butter in retirement. One of the hardest

things for a self-employed small businessman to do in today's inflation-riddled economy, without the umbrella of a corporate pension plan, is to lay aside money for the future. If sold, the stocks might be replaced, but they might not. About 99 percent of all bank loans, on the other hand, are repaid. And then the stocks remain intact.

About the same considerations apply to Mr. Brown's small personal savings account as apply to the stocks.

This account is a short-range defense fund against such sudden emergencies as injury or disability.

It's not normally to be spent or tied up in a long-term expansion project.



### SHOULD YOU BORROW ON YOUR INSURANCE?

To some extent, the same reasoning even holds with respect to borrowing against the cash values of your life insurance. On the plus side, an insurance loan is inexpensive. For GI policies, for instance, the interest rate is only 4 percent a year. There are no hidden costs (such as attorney's fees) in obtaining the loan and the insurance company cannot turn your application down. Moreover, since the company knows that it will eventually be repaid when you die or cancel the policy, there is no fixed obligation to pay the principal of the loan back at any time—so you will not be annoyed by collectors or monthly statements.

But this agreeableness on the part of the company about pushing off repayment may mean that the loan never is paid—until it is taken out of the insurance proceeds going to your family at a time when they may least be able to afford this drop in their insurance protection.

### WHERE CAN YOU GET THE LOWEST INTEREST RATES?

If you decide to obtain a loan, it's worth your time, as it was Mr. Brown's, to shop around for the best possible loan. A variety of financial institutions want to make loans, and are no more doing you a favor in doing so than the grocer is when he sells you a pound of butter. Lenders, like grocers, compete with each other in terms of speed, convenience, privacy, size of loan available, collateral required, and above all, cost of loans.



When you consider the cost of a loan, you usually think of the interest charges first. But do not stop there any more than you would ignore discounts, freight, and storage charges in making a deal for your business. Legal fees, investigation costs, life insurance, service charges are all part of the cost of the loan to you, even though some of these might not even be deductible for tax purposes as "interest."

• For example, Mr. Brown thought at first glance it might be a good idea to refinance his existing mortgage on his home, increasing it by \$5,000 and thereby spreading his payments over the longest available period of time. But this move, if it could be done at all, would involve the extra cost of drawing a new mortgage, making a new title search, and perhaps obtaining title insurance—several hundred dollars more of hidden costs; and if the mortgage is an older one, interest rates have risen steeply in the past few years. Other fine-print costs on any loan can include service or investigation charges, attorney's fees or life insurance costs—even where "bank rates" of interest are advertised.

## If you're going to borrow money

1. It is often worth taking a bank loan for an expansion project to avoid having to sell other assets for tax and personal financial reasons.
2. Apply your training and skill as a businessman for your own family pocketbook. Shop around for a loan; lenders compete with each other.
3. Take the highest, and therefore usually the least expensive, form of credit that you can—a bank loan over a finance company; a secured loan over a personal loan.
4. Do not ignore your enviable credit standing as a successful proprietor with most banks and other financial institutions.

• And even "bank rates" of interest have to be checked out. Specifically, if a loan is offered to you at 6 percent, ask whether this means 6 percent "true" interest or 6 percent "discounted" interest. If a 6 percent "discount" rate is charged, it means the lender deducts 6 percent interest from the loan in advance. You receive \$940 and agree to pay back \$1,000 in 12 equal monthly installments. Your effective interest rate is not 6 percent. While you are paying \$60 for the use of \$1,000 for a year, you do not really have the \$1,000 for the full year—not even for the first month. For the second month, you have the use of only about \$917. For the whole year you have on the average the use of about \$500.

Thus, your true interest rate is nearly twice 6 percent, or, according to the formula some banks use, about 11.1 per cent. The courts have ruled, incidentally, that a discount of this nature does not violate the laws against usury or charging excessive rates of interest.

### SHOULD YOU GO TO A BANK OR LOAN COMPANY?

Aside from such non-profit organizations as credit unions, which normally grant only fairly small loans, available sources of loans can be divided into two categories: (1) banks, or savings and loan institutions, which are lending depositors' money; and (2) finance or factoring companies, which are lending stockholders' money, or money which they themselves have borrowed from banks or insurance companies at the risk of stockholders.

Thus, commercial finance companies or small loan companies (which are big business) can make somewhat riskier loans than a bank. Operating costs of these organizations, however, are higher because the type of loan they make requires extensive credit investigation and possibly high collection expenses. Hence, their actual effective interest rates, including all costs, are almost always much higher than a bank's.

Normally, these organizations do a large business with wage earners or office workers to whom a bank might hesitate to lend depositors' money under some circumstances. Depositors in banks do not normally feel that they are engaging in a high-risk enterprise when they put money in the bank.

Stockholders in finance companies, to some extent, do—therein lies the difference.

In the light of the admittedly higher costs of a finance company loan, banks several years ago wondered why relatively prosperous proprietors, like George Brown, took their loan business to finance companies. Financially, it did not make sense—but *psychologically* it did. As one businessman explained it:

"Going to a bank for a loan makes me feel the way I did when I had to ask my father for my allowance in advance when I was a child. The bank wants to know all sorts of details about my personal and financial history. Going to the finance company, I feel as though I am touching an old friend for a loan. It costs a few dollars more, but it's worth it."

Many modern banks took heed. They replaced iron grillwork and marbletop counters with tables, fresh flowers and carpeted floors. They tried to create images of the "friendly bank around the corner." And, above all, they greatly expanded their personal loan departments, making loans on signature only, without security and without endorsers.

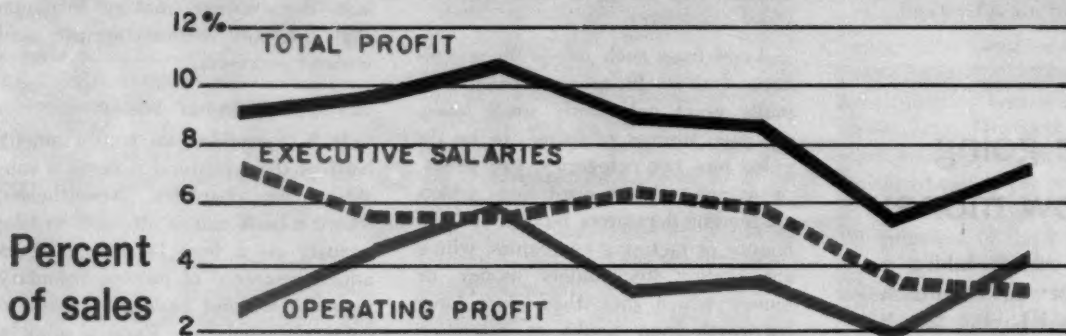
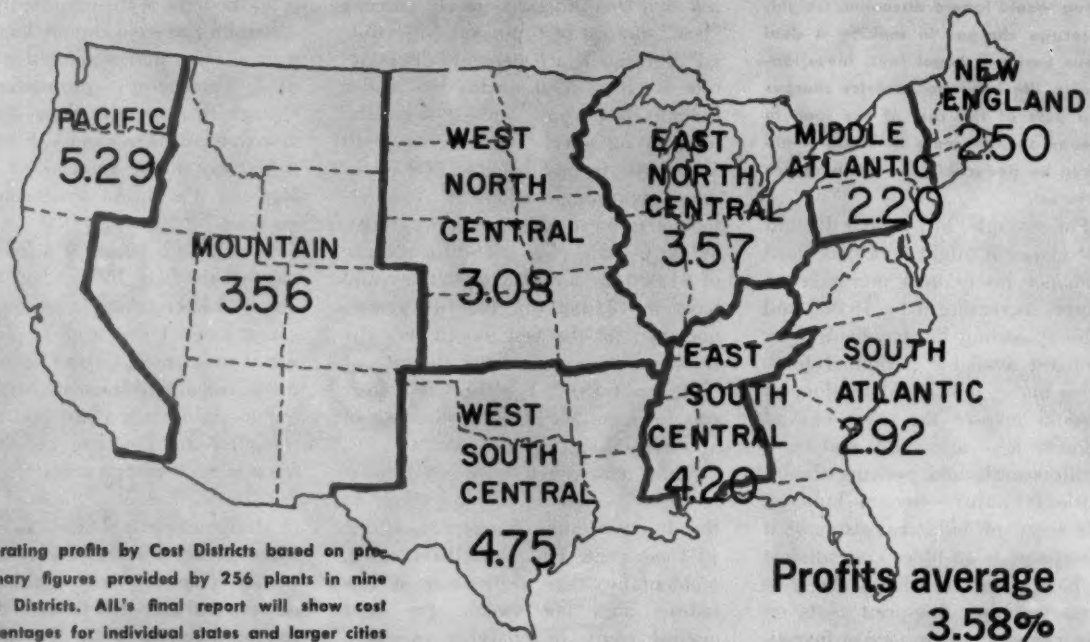
### ARE SECURED LOANS CHEAPER?

It is a well-known truism among bankers that collateral is never a substitute for character. Nevertheless, where a bank can, it attempts to take security on a loan because it gives added insurance of prompt voluntary payment without having to resort to collection measures. Even a number of collection letters and telephone calls take enough employees' time to trim the profit on a loan. Where a bank has to sue in court, even though it eventually recovers principal and interest in full, it regards the expenditure of time and money in collection as making that loan unprofitable.

But, profitable or not, banks eventually expect loans to be repaid, and will pursue defaulting debtors relentlessly, in many instances without regard to whether the pursuit is strictly worth while from a monetary point of view. This also, they hope, convinces the small class of defaulting debtors that banks do not give up depositors' money easily, and loans had better be paid sooner than later. For this reason, a secured loan will generally bear a

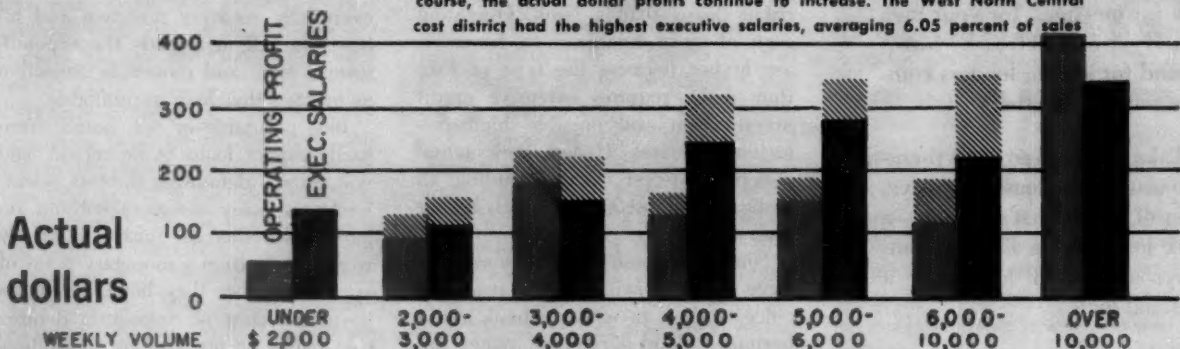
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# FAMILY LAUNDRY SALES



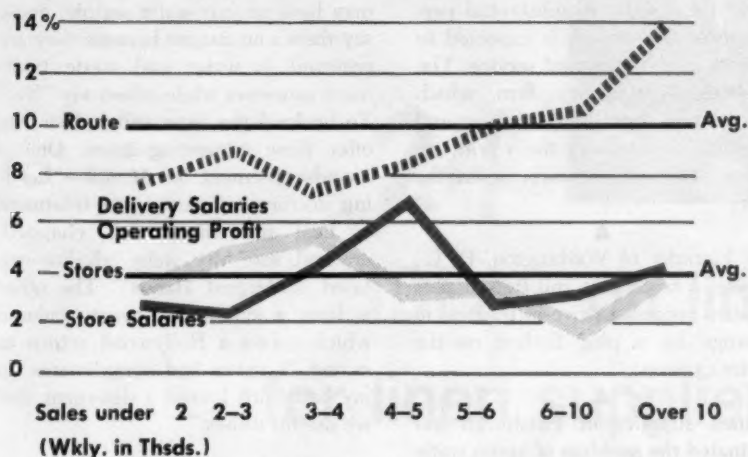
## Profit comparisons by plant size

The percentage of profit tends to drop as plant volume increases although, of course, the actual dollar profits continue to increase. The West North Central cost district had the highest executive salaries, averaging 6.05 percent of sales



# HIT \$756 MILLION

## Sales and distribution expense



Delivery salaries and commissions tend to increase more or less steadily as plant volume grows. But store salaries drop sharply when plant exceeds \$5,000 weekly volume

## Last year was a good year for the family laundry industry

### SALES VOLUME

According to sales reports made to the American Institute of Laundering by its members, sales volume increased from an estimated \$738,000,000 in 1958 to \$756,000,000 during 1959.

[Drycleaning figures were not included in the current AIL Report but, based on past performance, would push the total income for the industry beyond the billion-dollar mark.—Editor's Note.]

Better than three-quarters of the states reporting showed increases ranging from a modest .20 percent to as high as 12.18 percent. Only 10 indicated sales losses from 1958.

When compared by cost districts, however, all showed sales increases averaging 2.36 percent. The greatest gain was in the West North Central district (4.59 percent) and the smallest (.75 percent) in the South Atlantic district.

### PLANT PROFITS

While laundry sales went up, profits apparently did not follow. Compared with the profit picture in 1957, when the last Operating Cost Percentage survey was conducted, 1959 returns showed an

operating profit decrease of .75 percentage points—down to 3.58 percent before taxes.

Actually, because of variations in accounting practices, Executive Salaries should be added to Operating Profits to give a more accurate picture of total profit gains.

When these two are added together, the total profits for various-sized plants range from 5.61 to 11.23 percent. Generally speaking, the percentage profit decreased as the size of the plant increased.

**Most profitable:** The plants doing a weekly volume of \$3,000 to \$4,000 showed the largest percentage profit. Interestingly enough, this group had the lowest payroll taxes (1.60), the lowest vacation wages (.65), the lowest sales promotion salaries (.62), the lowest sales promotion expense—including advertising (1.50), the lowest claim adjustments (.43), and the highest bad debts (.27) as compared to any other group.

**Least profitable:** The plants doing \$6,000 to \$10,000 a week showed the lowest percentage profit. And they had these characteristic expenses to distinguish them from all other groups: highest personnel relations and welfare expense (1.23), highest vacation wages (1.25), the lowest productive laundering supply costs (8.20), low-

est repair and maintenance costs for both power plant (.14) and machinery (.81), and the lowest miscellaneous administrative expenses (1.29).

**The big difference:** In comparing the most profitable with the least profitable operations, the most significant difference appears in their sales and distribution expense. Particularly under the headings of Store and Delivery salaries.

	All Plants	\$3,000-\$4,000	\$6,000-\$10,000
Delivery Salaries and Commissions	10.23	7.46	10.51
Store Salaries and Expense	3.94	4.60	3.36

Note here that the most profitable \$3,000 to \$4,000 group spent considerably less than the national average on routes and more than the national average on stores. But the reverse is true for the least profitable operations.

Since routes are the backbone of the laundry business it's inevitable that delivery expenses increase as the plant grows larger. But it's disturbing to note that these costs get out of hand. Take the plants doing better than \$10,000 a week. This group is noticeably efficient "inside" the plant. Their production costs were the lowest of any group, and their office and administrative expenses were also below national averages. But they fell down "outside" the plant. Their delivery expenses were the highest of any group (13.95).

### GREEN PASTURES

• The Pacific District ranked first as the most profitable laundering area in the country. Comparing its cost percentage figures with those of all other cost districts brings to light some interesting facts.

The Pacific Coast had the lowest Total Production Supply Costs (7.44), lowest Total Building Overhead (1.90) and lowest Total Production Costs (55.14).

Specifically, it was lowest in laundry and drycleaning supplies, power plant maintenance and repair, purchased power and light, building depreciation, plant superintendence, indirect supplies, and delivery equipment operating expense.

At the same time, the Pacific District also had the highest maintenance and vacation wages, bad debts and miscellaneous administrative expense.

• The Middle Atlantic District—



**NATIONAL COST AVERAGES  
ALL PLANTS 1959**

Productive labor .....	30.29%
Productive supplies .....	9.17
Direct power cost .....	4.53
Building overhead .....	2.48
Machinery overhead .....	4.96
Direct overhead .....	7.08
Sales & distribution .....	23.00
Office & administrative .....	12.27
Total operating cost .....	96.47
Total profit before tax .....	3.58

*Of the 256 plants participating in this cost survey, 55 percent reported sales volumes exceeding \$5,000 per week. The largest single group reporting was the "Over \$10,000 a Week" plants, representing 20 percent of the sample survey*

which made the poorest profit showing—had its own characteristic cost pattern. Compared with all other districts, it had the highest Total Direct Power Costs (5.20) and highest Total Indirect Overhead (7.90). Furthermore, it had the highest Delivery Salaries, highest payroll taxes and highest power plant maintenance and repair costs.

At the same time, the Middle Atlantic States also had the lowest executive salaries, lowest store salaries, lowest office supply costs and lowest percentage of bad debts.

• Oddly enough, there was little difference between the Pacific and Middle Atlantic Districts on Delivery Salaries. The Middle Atlantic ranked highest with 12.60 percent and the Pacific Coast placed second highest with a 12.20 percent figure. But the Pacific spent almost twice as much (3.36) for Store Salaries as did the Middle Atlantic States (1.85).

• The East South Central District which ranked second in terms of profit had the highest Total Sales and Distribution expense (25.77) of any district. But it spent up to three times more on stores (9.30) and advertising (1.19) and only half as much on routes (6.78). This high cost, however, was offset by record low costs for Productive Labor (26.72) and Total Indirect Labor (6.54).

*These and many other facts are revealed in the American Institute of Laundering's Service Bulletins, Nos. 535-1 and 2, released in April of this year. All figures are tabulated and computed by the School of Business of Indiana University at Bloomington, Indiana. □□*

## HAVE YOU HEARD the latest...

The Morey La Rue Laundry expects to increase its business by 50 percent during the 1960's. A substantial percentage of the growth is expected to be in its industrial rental service. The Elizabeth, New Jersey, firm, which ranks among the 10 top laundry and cleaning companies in the world, recorded a 35 percent increase in the 1950's.

▲  
Elite Laundry of Washington, D. C., provides a bathinette and free diapers in ladies' rooms of drive-in theaters in exchange for a plug flashed on the theater's screen.

▲  
A linen supplier in Pittsburgh has eliminated the problem of apron static completely. He runs his flatwork ironers without aprons. The LSAA is investigating further.

▲  
A new bill has recently been introduced which will require New York City laundries—usually open 24 hours a day—to close from midnight to 6:00 a.m. and all day Sunday. In addition, an attendant would be required on the premises from 5:00 p.m. until closing. The revised law would affect about 1,000 coin laundries representing an investment estimated at \$25 million. The bill has been referred to the Committee on General Welfare and if passed would take effect July 1, 1960.

▲  
Right after we pegged NID's publicist John Daly as one of the Men to Watch in the Sixties, we found out he left to go to work for a Washington ad agency.

▲  
Down in Kannapolis, North Carolina, Larry Berry finally halted a series of break-ins at his coin laundry with the help of a gun. After many nights of patient watching, he caught the culprit in the act of breaking a cigarette machine. But it took a shot in the air to stop his getaway.

▲  
A coin-operated continuous towel cabinet for use in public places attracted quite a bit of attention at the recent linen supply convention. The cost to the customer is a penny a serving.

There's been quite a bit of controversy on the long-range effect detergents may have on our water supply. Some say there's no danger because they are removed in water and waste treatment processes while others say "No." To becloud the issue still further, we offer these interesting items: One is an advertisement for *Miricil*—"Leading doctors hail new home treatment to heal and smooth red, chapped, cracked, sore, dry, itchy, alkaline-irritated 'Detergent Hands'." The other is from a syndicated beauty column which quotes a Hollywood actress as saying "I never had compliments on my hair until I used a detergent that we use for dishes."

▲  
Troy Laundry of Hagerstown, Maryland, boarded its windows and paid off its staff as a result of a strike which goes into its second month with dim hopes for settlement.

▲  
*Washing machines are becoming too complex for American homemakers. Most of the women attending the National Congress on Better Living in Washington, D. C., felt they wanted better quality instead of frills. They said they would be willing to pay up to \$100 more for a washing machine if the manufacturer would guarantee no breakdowns and a good cleaning job. Incidentally, the manufacturers of home appliances report their sales off 9 percent from last year.*

▲  
Plans are in the works for a brand new \$4 million laundry to service Brooklyn city hospitals.

▲  
Massachusetts passed a law requiring plastic bags to be labeled with warning statements calling attention of their potential danger to children.

▲  
About half the job-hunting workers in New York State are at least 45 years of age, according to the State Labor Department estimates.

▲  
AIL's "Flying Squad" of PR experts has been very well received by the membership. Thus far they've reached laundrymen in Ohio, Illinois, Iowa, etc.

# 24

## IDEAS on linen control for linen suppliers

by ARNOLD R. KNAPP



### ABOUT THE AUTHOR . . .

Arnold R. Knapp is a long-time member of the Linen Supply Association of America and is presently chairman of that association's Executive Training Committee. Mr. Knapp is with the American Linen Supply Company, Salt Lake City, Utah.

During the recent LSAA convention at Los Angeles, he told of his own company's efforts and success in the area of Linen Conservation.

While it's reasonable to attain an 18 percent linen replacement cost, the American Company worked its replacement costs from over 20 percent down to 12.2 percent and lower in an all-out program to reduce costs.

Here are the two dozen suggestions which Mr. Knapp offered linen supply members.

1. Establish a definite and systematic linen conservation program. The goal should be to eliminate waste, theft, loss and abuse at the plant and at the customer's place of business. In addition, maximum use of linen by the customer, including his goodwill, should be accomplished while eliminating waste and abuse. Warn customer of loss and abuse the first time, then charge the second time. Have a price list made up for office to use in charging for linen.

2. Have regular weekly, monthly, and quarterly throw-ins of new flatwork items to stock linen in service.

3. Plant superintendent and engineer should go through plant each month using internal check lists (see "Linen conservation Ideas" book.\*) These check lists should be mimeographed and, when completed each month, turned in to manager.

4. In flat ironing department—place four baskets under folding table, have signs made for both ends. (1) Re-irons; (2) washovers; (3) stain-mildew-rust; (4) mending or rags. Have stacker place rejects in one of these four baskets.

5. Train a qualified, top employee to go over mends and rags to determine whether to mend, make into dusters or place in rags. Seconds should be graded at the ironers.

6. Put garment stock departments in a neat, orderly condition. Place garments in bins by style, color and size. Wrap all washed garments or place in plastic bags. (Consider use of a 12-by-18 plastic bag for each washed garment.) Increase style and color offerings for new press volume.

7. To prevent customer from wanting to make a change in style or color too often, place on an 18-month basis (no change oftener than 18 months in any color or style). Charge a premium for all new garments of 5 cents or 10 cents to prevent present customers from wanting to switch to something new. Keep premium until sufficient volume is reached and popularity has decreased, then consider reduction to standard price.

8. Keep linen conservation before all personnel constantly. Let all outside men know the company policies and principles of linen conservation.

9. Inventory all customers at least once each year. Motels and some large accounts should be done oftener.

10. Check to see that stain loads do not revolve within plant and are not processed over and over. Convert rejects to rags or dusters after stain-treating once.

11. Grade. Mark in red pencil, on invoices,  
Continued on page 70

*Drive-through courtyard of Polly Prim plant in Alexandria, Virginia, has sentinel booth in front where attendant receives drop-offs. She also flashes shipping room for pickups to be sent down to twin booths at rear. Driver sees view of production area through windows at left*



*Real-life symbol of Miss Polly Prim is model dressed as Dutch girl. She distributed gifts at opening promotion and is used in connection with firm's advertising and promotions*

## Merchandising

# New management creates new image

Fresh appeal of varied promotions results in 20% sales increase



AN UNUSUAL CASE history in the art of merchandising and promotion is currently being enacted in Alexandria, Virginia, by the management of the "new" Polly Prim Drive Thru Cleaners & Launderers. Here is a situation where a fading enterprise was purchased from its former owner, revamped in appearance and customer service attitude—mainly along lines suggested by the AIL's motivation research study—and is off to an apparently rousing and successful start.

Formerly known as Harper's Laundry, the drive-through plant had experienced steadily declining sales volume the past few years. Having neither routes nor walk-in facilities, the plant depended solely upon drive-through business. In addition, it is located off the main artery of traffic in a comparatively low income neighborhood and is not part of or adjacent to any shopping center. (See "The Plant That Harper Built," September 1955.)

Late last year, the plant was acquired by the principals of the DuPont

Laundry in nearby Washington, D. C., and K. Kirby Kendall was named vice-president and general manager. Seemingly, few of the former conditions of the business have changed. It still has no routes, it depends entirely on drive-through customers, and the immediate neighborhood has not changed. What, then, was accomplished to stimulate new interest . . . to the degree that total sales are up nearly 20 percent?

### EXTERIOR SETS MOTIF

First, the plant exterior was completely redecorated in keeping with the new Polly Prim personality. Both the external motif and name were patterned along the motivation research suggestion to play up the female image in the mind of the consumer. Furthermore, the tulip was chosen as the symbol—connotating Dutch cleanliness and the freshness of a flower—and appears prominently on the sides of the building, on garment bags and in all advertising literature. A co-star-

by JERRY WHITMAN

ring symbol is the replica of a Dutch girl, complete with wooden shoes, perched atop a huge sign mounted on the drive-through sentinel booth.

The Dutch-girl symbol is carried through to real life, the personification of the female image. At the recent official, public opening weekend, a model dressed in a Dutch costume—including artificial blond pigtailed—distributed gifts to customers as they drove through the courtyard. The presents included miniature wooden shoes, tulip-imprinted memo pads and balloons for the children.

According to Mr. Kendall, Polly Prim's advertising and promotion are designed to lure the customer to the plant. Once she is there, the pleasant appeal of the external motif, the built-in woman's touch, the convenience, courtesy and service are among the factors that will keep her coming back as a steady customer. Not the least of Polly Prim's attractions are high



Teaser spot ads with tulip motif appeared in local newspapers during week preceding official opening

Close-up of sign atop sentinel booth shows replica of Dutch girl symbol



Tulip motif is carried through to attractively designed poly garment bag held by one of seven uniformed female attendants

quality work represented by close inspection, attractive packaging, and the convenience of a commercial charge account service.

The real-life Miss Polly Prim who was used during the opening to welcome customers and distribute gifts is slated for further and continuing identification with the plant. Mr. Kendall plans to employ her periodically for future public appearances, television and radio commercials.

The female-image concept is further exploited in the charming personages of seven young women who "man" the drive-through facilities from the outermost sentinel booths to the shipping room. Attractively dressed in uniforms of white shoes, beige pedal pushers and white blouse with the words "Polly Prim" lettered on them, the girls represent femininity, freshness and friendliness, assets that are invaluable in front-line laundry-customer relations.

Because the drive-through is open from 6:30 a.m. to 9:00 p.m. weekdays

and 6:30 a.m. to 5:00 p.m. on Saturdays, anywhere from three to the full complement of seven girls are on tap, depending on rush periods. The peak periods occur in the mornings and late afternoons on weekdays and all day on Saturdays.

#### LURES CAR COMMUTERS

The plant is a few blocks off a main artery connecting Alexandria and other suburbs with Washington. But the firm's advertising has been effective in luring drivers to turn off the highway, drop off their laundry and dry-cleaning and pick it up again in the evening on the way home. Polly Prim offers one-hour drycleaning and 6½-hour laundry service. Anything in by 10:00 a.m. is ready for 4:30 in the afternoon.

Because drive-through customers can be handled quickly, this commuter service has been successful. According to Mr. Kendall, who has clocked thousands of transactions, it

requires an average of 24 seconds in elapsed time for a drop-off, from the time the customer hits the front-drive sentinel booth until he receives his receipt. Pickups take an average of only two minutes. The front sentinel booth is centered between two drive-way lanes and two cars can be serviced at a time. During rush periods, as many as 100 cars can be handled in an hour.

Handling of pickups is particularly interesting. When a car pulls up to the front sentinel booth and the driver gives his receipt to the attendant, she immediately uses her Tel-Autograph to flash the information to the shipping room. To do this she inscribes the necessary information with a stylus on a special plate in the booth. This is recorded on tape and transmitted to a receiving instrument in the shipping room where a similar stylus automatically writes the same information there. The girls on duty in the shipping room send the bundles of

*Continued on page 72*

You have heard time and time again—so often that perhaps you are tempted to become a believer—that for umpty-ump reasons the summer months are slow, and there's nothing much you can do about it. There are vacations, the heat makes people lethargic; accordingly, they buy sparingly. And that applies to ALL consumers, whether of the household or the industrial variety. How much truth is there in the feeling that a summer slump is inevitable? That buying just naturally falls off when warm weather comes? Official government figures\* tell.

## Fancy . . . vs. fact on the summer slump

*All you have to do is to study census figures. They'll prove that retail trade is off from mid-June through mid-September.*

*I can't figure that one out. Certainly people don't eat as much then, or at least of things they buy in stores.*

*Well, I guess you've got me on food, but certainly the outside eating and drinking business is off during the summer.*

*Okay, maybe you win on food and drink, but I know darned well the department store sales dry up, also sales of specialty shops.*

*Well, you're talking about soft goods, Hard goods really take it on the chin when hot weather rolls along. Brother—I'd hate to be in the appliance business in July and August.*

*Well, I guess you win on retail sales, but I'm primarily interested in selling to industry, and you're certainly not going to tell me that manufacturers' sales are up to par in the summer months!*

*I guess we're just not average. All I know is that our sales are off in the summer, and quite a lot of our customers say the same thing. Maybe we'd be better off if we tried harder, but summer to us has been pretty much of a marketing vacation.*

- That's what *you* think. Two years ago there certainly was a letdown in selling during the summer, and yet Bureau of Census figures show total retail dollar sales for these four months slightly *above* the yearly average . . . and hold your hat now; July and August ranked fourth and second respectively as being the *best* of the entire year for sales of non-durable items!
- Oh, no? Well listen to this: The same Washington continuing census shows June as the *best* month for food stores, with July tied for second.
- Off? Well it just so happens that the two biggest months of the year are July and August in eating and drinking places, and as far as liquor is concerned, the stores do better than the monthly average in *each* of the four summer months.
- Dry up, you think? July is better than average in department stores and so are August and September. July, in fact, is second only to December. And in both men's shops and women's shops the summer averages equal or exceed the yearly average.
- So! Well let me tell *you* something. Next to December (which is only a smidgeon ahead) August is the best month of the year for appliances. TV and the like. July also is above average, and of course even a skeptic like you will admit that summer is a good period for auto and gasoline sales.
- I'll let you decide that one for yourself from just one statistic from the government. Manufacturers' sales averaged \$26,239,000,000 a month in 1958 when we were having a slight recession: The four summer months averaged \$26,406,000,000. And this will surprise you: Only one summer month was below the national average, and that was *June*. So what's your comeback to that?
- That's it exactly. With relatively little effort as compared with other months, both retail and manufacturer summer sales are actually up fractionally over other months. Think what a competitive edge you could gain over sleeping competitors if you went out and slugged for business this coming summer! We mean only keeping up average or normal pressure, but no *letting down* either with salesmen or with advertising. Instead of being among your poorer months, they well might be your best.

\* Sources: Retail Sales, 1958, Bureau of the Census "Monthly Trade Report," seasonally adjusted, December, 1958; Manufacturers' Sales from Survey of Current Business, February, 1959.

Reprinted from *Sales Management*, January 1, 1960

## ... and summer promotions that have worked for others

There are several ways open to the laundryman who is interested in promoting his summer sales volume and willing to do something about it.

- Follow your customers on their vacations. Many plants extend their routes to the shore and mountain resorts to pick up work from camps, hotels, motels, schools and individual customers in summer residence. Others use branch stores and bobtails to simplify pickup-and-delivery in farflung areas.

- Inspire your salesmen with novel contests and incentives. A Washington plant ran a special on coats during the month of July and offered its salesmen 25 cents commission on each one brought in. Sounds like a dumb idea, but the men brought in 3,000 of them at \$2.50 each. Also makes you wonder what they would do for an extra week's vacation?

Reach 'em by radio. With more people on the move and out of doors during hot summer months, the radio becomes a more important communication medium now than at any other time of the year in Northern climes. But make your message provocative.

- Excelsior Laundry of Indianapolis, Indiana, emphasized *comfort* last year with excellent results. At least the flat-work department worked overtime as a result of a promotion that stressed the point: "It's cooler to sleep on ironed sheets."

- Provide additional services. Many plants, of course, have promoted the box storage idea which permits them to work on stored items during the summer months. But don't overlook the off-beat items like blankets, pillows, drapes, slipcovers, hats, etc. Cotton sizing service is also a relatively new idea that fits in with the season.



## Sales Building Ideas

### Everybody minds Fite's brite lines

The sign identifying the Fite plant down in Tyler, Texas, has been a conversation piece for going on five years now.

The main attraction is the "sign lines" or messages which plantowner Frank Fite changes weekly. Rather than devote this space to advertise price specials, Mr. Fite prefers to use it as a sort of community billboard. It may call attention to the Texas Rose Festival one week, a high school foot-

ball game the next, and a club function the following week, and so on.

In between times, the management runs catchy slogans and sayings that are more or less pertinent to the business and/or rhyme with the name.

The ideas are sometimes original, sometimes borrowed and other times contributed by friendly customers. It all adds up to a lot of good fun and continued interest. Here's a sample of the more unusual offerings:

Let us help you lead a clean life  
Have soap—will wash  
Don't kill your wife—let us do the dirty work  
Wash & wear out your wife  
Be fresh as a rose in Fite clean clothes  
The gals foller a nice clean collar  
Give us the latest dirt  
Polka dots are prettier than spots  
We do the rubbin'—while you do the clubbin'  
We don't want all the business—just yours  
Customers wanted: no experience necessary  
You messum—we pressum  
Clotheslines are for the birds  
Let's be clothes friends  
Yule feel normal in a Fite clean formal  
We'll help you leave Dirtville  
In a hurry? Try our nervous service  
Don't rub—don't scrub—let us do the jub

And here's Fite's invitation to all other would-be punsters: "If you like our sign—send us a rhyme."

## Stack raising party builds good will for NC laundry

Plantowner Tom Weeks took advantage of a bad break, says Fred Dodge, executive secretary of the North Carolina Launderers and Cleaners Association, in his newsy Bulletin to members, and got a lot of good publicity.

"It seems Weeks' Albemarle Laundry (Elizabeth City) lost its smoke stack in the high wintry winds. So when it came time to put the stack back he ran an ad in the paper in-

viting everyone to a "Stack Raising Party." All sidewalk superintendents were invited, also, to put an estimated time in a guest book, as to the moment the last guy wire would be secured.

"A prize of \$25 in free drycleaning was the prize for the one coming closest to the correct time."

The whole idea proved to be wonderful publicity in getting the plant talked about in a very favorable way.



THIS YEAR'S SHOW was the fourth largest and one of the best in the 48-year history of the Linen Supply Association of America.

There were more exhibits than ever before (64, to be exact). And the five-day program at the Ambassador Hotel, April 25-29, was a gala affair from the opening champagne punch party to the closing banquet.

The members saw Milton Berle as a guest of the Purveyors' Party at the Cocoanut Grove; Agnes Moorehead, the great dramatic actress, was on hand to open the exhibits; there was an afternoon trip to Disneyland and a host of other special social functions—in fact, too many for some members' tastes.

But there were also seven fact-filled business sessions for all those who sought to expand their business outlooks. The theme of the convention was "Searching the Soaring Sixties." Here are some of the highlights of the speakers' program:

### Unfair trade practices:

Stanley I. Posner, LSAA general counsel, presented an exploratory report on Fair Trade Acts now on the books of 31 states, paying particular attention to such legislation as it applies in the state of California.

The Act, at first glance, would appear to be a relatively simple one. It bans below-cost sales, loss leaders, local price discrimination and secret rebates. But as Mr. Posner soon made clear, it is full of double-edged complexities, since the state itself permits below-cost selling in several circumstances.

Furthermore, if you would sue a competitor for unfair practices you would have a difficult task since the state requires you to prove: (1) the competitor's intent to injure your business, (2) the cost of service—and here "costs" can include every conceivable item from advertising and executive salaries to license fees and taxes—and (3) you must prove the damages suffered in dollars and cents.

Mr. Posner could make no hard-and-fast recommendations as regards this law. But at least part of the answer for a strong offense (or defense) lies in knowing your exact cost of doing business.

### Cost accounting:

One of the most distracting facts to many members (which relates indirectly to Mr. Posner's subject) was the cost accountants' admission that it's impossible to make meaningful cost

comparisons between plants since each is unique in itself.

During this session which featured John Carruthers & Company, Boston, and Kenneth D. Weiser, M. R. Weiser & Company, New York, it was shown:

... Production costs of similar items could vary 2 to 1 between the highest and lowest plants.

... Furthermore, the figures revealed that linen suppliers in every plant were losing money on about half the items produced and making it up on others. (Generally speaking, sheets and pillowcases were found to be unprofitable, while wearing apparel was a money-maker.)

### Challenge of safety:

While it's usually difficult to get excited about the subject of safety, this part of the program turned out to have a lot of solid and surprising facts.

... Howard Pyle, former governor of Arizona and now president, National Safety Council, for example, pointed out that preventable accidents cost this nation \$10 billion a year in lost man-hours. To dramatize the terrific expense this involves, he explained that one could have spent \$1,000 a day, every single day since Christ

## Convention Report

# Linen suppliers visit the stars

48th annual  
convention and  
exhibit attracts  
803 delegates  
to Los Angeles



Attentive listeners came to learn but didn't hesitate to speak up when they disagreed. Workshop sessions and question-and-answer periods were most productive

President Joseph A. Robertson (right) explains traveling exhibit to movie stars Caesar Romero and Jeanne Crain. Mrs. Robertson and demonstrator Camilla Hawk (white cap) look on



## There's no business like linen business

The Linen Supply Industry expects to do about \$460 million worth of business this year.

According to Samuel B. Shapiro, LSAA's executive secretary, a recent membership survey indicates that the average linen supply firm expects an 8.3 percent increase in volume over 1959. That would put the total volume anticipated at between \$450 and \$460 million for 1960.

The Association represents some 1,000 plants and branches operating a total of about 7,000 delivery vehicles.

walked the earth until the present, and still not spend one billion dollars.

...J. R. Lenfestey, Jr., chairman, LSAA Safety Committee, also noted that safety has become a matter of such concern in preserving our human resources that if industry didn't do something to clean house of its own accord safety measures would be forced on it through legislation.

...John T. Curry, NSC consultant, then revealed some startling facts on the high accident rate in the linen supply field. Of some 44 industries studied, 35 had fewer accidents than the linen supply industry—even the steel and railroad industries had better records. Slips and burns are the most common accidents inside the plants; and backing accidents ranked first in route operations.

## Market research:

Past President Lawrence Kline, Samuel Shapiro and Peter Pano of the LSAA staff, carried on a round-table discussion on some of the highlights and general objectives of the Association's \$130,000-a-year research program. Some of the projects now in progress include:

...development of an automatic inspection device to detect stains and holes on finished flatwork as it comes off the ironer. The scanning eye, it is said, can be adjusted to distinguish between stains and striped towels or property marks.

...a chemical application has been found which is said to eliminate stains resulting from rust. Other stain preventatives are being investigated.

...Sling washing is feasible but experiments with nets and modification of existing washers are in progress.

...attempts will be made to sort work by style and size, route and customer, using magnetic inks.

...cost studies have been proposed to compare customer experience with cotton vs. synthetic uniforms; paper, air-blower and continuous toweling.

## What's ahead:

Leo J. Shapiro, LSAA marketing research consultant, saw the linen industry coming of age and predicted it would mature to the point of creating its own opportunities during the next decade. He saw—

...more customer research studies (such as was made in the restaurant field) as a means of increasing linen usage among present customers.

...expansion into new fields (like dust free service) through greater cooperation with building architects.

...wiser use of advertising dollars through studies of most successful ads appearing in customers' trade magazines, etc.

## Public relations:

Morris Moscovitz, chairman, LSAA Advertising and Public Relations Committee, and Alfred M. Gertler and Joseph W. Kutchin, both of Harshe-Rotman, Inc., outlined some of the activities and projects planned for the Association in the area of public relations.

...LSAA will take part in the Muscular Dystrophy campaign next fall. Jerry Lewis, actor and comic, is chairman of this drive and sent a letter of appreciation which was read to the group.

...a public relations manual is currently in process and will soon be made available to the industry, etc.

## Sales promotion:

Robert Gordon, chairman, LSAA Sales Promotion Committee, urged members to take advantage of the sales training program developed by his committee as a means of offsetting lost business and increasing new business.

Robert Maslow, LSAA committee liaison director, and William H. Aaron of George H. Hartman Co. announced the Association's advertising campaign plans for 1960-61.

...LSAA will carry 12-time ads in half a dozen trade publications serving the restaurant, hospital and architectural fields, among others. This is the first time that color ads will be used—yellow to remind readers that local linen supply firms are listed in the "Yellow Pages" of their telephone directories.

## Production control:

Arthur F. Maslow, chairman, LSAA Production Committee, and Peter Pano gave illustrated talks on production records and schedules. A film was also shown of the novel sling conveyor setup which has helped to cut production costs at the Eagle Linen plant in Pittsburgh.

## Miscellaneous:

Arnold R. Knapp, American Linen Supply Co., Salt Lake City, Utah, outlined two dozen suggestions for linen suppliers to use in reducing linen losses. His story is carried elsewhere in this issue.

Professor Robert Tannenbaum, University of California, spoke on "The People in Our Business" and excerpts of this talk are carried in our section on "Personnel."

In an interesting sidelight, Lawrence Kline, immediate past president of LSAA, annotated a film of his recent visit behind the Iron Curtain. His over-all impressions were: (1) the people were most friendly and desirous of peace, (2) Russia can do anything it feels is important to do.

## New directors:

During the annual business session, the following members were elected as district directors for three-year terms: Percy W. Brower, Jr., Birmingham, Alabama, Region C; John W. Blanchard, Detroit, Michigan, Region D; Louis F. Vogel, Trenton, New Jersey, Region G. Also, H. Irwin Wine, Chicago, was elected director-at-large, and Ralph Segal, Progressive Manufacturing Co., sergeant-at-arms.

It was a good show and Louis Ziperman, general convention chairman, as well as Mrs. I. M. Richman, who headed up the Ladies' Entertainment Committee, must be given full credit for the affair.

The next annual convention and exhibit will be held at the Fontainebleau, Miami Beach, Florida, in the spring of 1961.—Henry Mozdzer

## WAILM meeting stirs hot debate



LM leaders attending the Los Angeles meeting included, left to right, seated: C. B. Cook, WAILM secretary; R. Dobson, president, National Association of Institutional Laundry Managers; standing, R. Mercer, G. Henry, secretary and president of the Southern California Association; O. Sutter, past president, and G. Hagen, vice-president of WAILM

**THE ELEVENTH ANNUAL** Western Institutional Association of Laundry Managers' conference at Los Angeles (April 24-28) had all the makings of a Donnybrook when a delegation of commercial laundry operators from San Diego took the floor to defend commercial service to hospitals.

The delegates, aroused by an article that appeared in this publication (see "In-Plant vs. Commercial Laundry Service" by LM Edwin T. Cullen, March 1960) showed up to set the record straight on costs, service and work quality.

The incident took place during the question-and-answer period that followed a panel discussion comparing four types of in-plant and commercial laundry service operations.

It should be added that the "outbreak" ended on a friendly basis, which was in keeping with the tempo of the entire meeting.

### COMMERCIAL LINEN SERVICE

In discussing the advantages and problems of a complete linen rental service, Robert Gordon, executive vice-president, Community Linen Service, Los Angeles, pointed out that space needed for laundry equipment is not revenue-producing. Institutions could save money and gain needed space by subscribing to an outside service. He countered the argument that commercial plants are hamstrung by labor problems, calling attention to strikes which have occurred in hospitals. But he admitted linen rental would not work in every institution.

### IN-PLANT LINEN SERVICE

John Robinson, general service manager of Methodist Hospital, Arcadia, California, believed hospitals saved money by operating their own laundry. He felt hospital plants could exercise better control over staph infection and there was no problem of transportation that might upset schedules.

### HOSPITAL-OWNED LINEN

Mrs. R. L. Bacon reported on one year's use of commercial laundry service at the Hoag Memorial Hospital, Newport Beach, California. For the 115-bed hospital she estimated the work at 15,000 pounds per week, which would have required about \$100,000 investment in equipment for

processing on the premises. With commercial service she felt she would still like better service and quality.

### COOPERATIVE SERVICE

Robert Dobson, Director of Laundries, Department of Hospitals, New York City, outlined some of the problems associated with operating a central or cooperative laundry and linen service for his city hospitals. Last year the central plant processed 17,000,000 pounds of work. Future plans call for seven laundries to handle all the work with the present 921 laundry employees.

Highlight of the second day's session was a panel discussion on wash-room practices by a quartet of local allied tradesmen. The panel included C. J. Guthrie, Philadelphia Quartz Co.; Paul Kersnar, Patek & Co.; Don Garvey, H. Kohnstamm & Co.; and Bob Evans, Cowles Chemical Co.

Other program speakers included Hy Schwartz, *Institutional Laundry*; laundry managers Charles Cook and Wes McDonald of University of California Medical Center and San Bernardino County Hospitals, respectively; and Dr. C. A. Lawrence of the Los Angeles Health Department.

### NEW OFFICERS

Don Anderson and Charles B. Cook of the University of California, San Francisco, were elected president and secretary, respectively. Two Seattle laundry managers won the other top offices. Glen Hagen, Doctors Hospital, was elected vice-president, and James Dunlop, Virginia Mason Hospital, treasurer.—Lou Bellew

## Idea contest sparks Tri-State convention

**GOOD WEATHER** (fair and sunny), comfortable quarters (Chamberlin Hotel at Old Point Comfort, Virginia), high attendance (123 people) and a cash prize idea contest (worth \$150) highlighted the May 1-3 convention of the Maryland-District of Columbia & Virginia Laundry Owners' Association.

In the "Money-Saving Ideas" contest, for which members and their employees had submitted idea entries before the convention, the top prize

of \$50 was awarded to Gordon Bonnette of Old Colony Laundry, Washington, D. C. Mr. Bonnette's idea involves his system of pre-routing of laundry and drycleaning for his route salesmen. This gives the routemen more time to spend in their territories where they are more valuable in servicing present customers and creating new ones.

Here's how Old Colony's system works: Each truck was outfitted with

*Continued on page 37*





COUNT 'EM...

# 6 WAYS TO ADD PROFIT . . . CONVENIENCE AND ECONOMY WHEREVER THERE'S A COIN OPERATED OR SELF SERVICE WASH- ING MACHINE

You profit from our experience . . . VEND-MASTERS were the first laundry product dispensers sold from coast to coast . . . more VEND-MASTERS are in use today than all other makes combined. You add convenience for your customers . . . they do not have to carry big bulky boxes of detergent, starch or bleach in your establishment, no measuring necessary for just the right amount per washer load. You get real economy first with your original purchase second with VEND-MASTERS' full lifetime guarantee. Your customers economize too . . . box for box LAUNDRY MAID products are priced competitively to any similar product on the market.

VEND-MASTER DISPENSERS AND LAUNDRY MAID PRODUCTS LEAD THE INDUSTRY!  
"First on the Market . . . First in the Market!"



## FINEST CONTROLLED SUDS DETERGENT AVAILABLE ANYWHERE!

### 1/4 PACK

(One washer load)

For dispensing in the new 116 package VENDOR-MASTER dispenser. Gives top-grade washing action, highlights colors, rinses perfectly, contains special brightener.



### 10¢ PACK

(Two washer loads in divided package)

For dispensing in the new 72 package VENDOR-MASTER dispenser. Will not make too much suds, protects washers from damaging corrosion, overflowing suds, or overheated motor due to "suds lock."

## EASY TO USE, PERFECT RESULTS DRY BLEACH

### 5¢ PACK

(One washer load)

For dispensing in the new 116 package VENDOR-MASTER LAUNDRY MAID dry chlorine bleach designed to be added with detergent before washing action begins.



### 10¢ PACK

(Two washer loads in divided package)

For dispensing in the new 72 package VENDOR-MASTER. New type LAUNDRY MAID dry bleach which releases bleaching action at a controlled rate. Action stops after dirt is gone.

## SAFE TO USE, FAST ACTING INSTANT STARCH

### 5¢ PACKAGE

Dispenses from VENDOR-MASTER 116 package machine. Designed for use in automatic washers, Instant cold water starch means an extra added convenience your customers appreciate.



### 10¢ PACK

(In divided box)

Dispenses from VENDOR-MASTER 72 package machine. This cold water starch provides instant starching. Speeds and improves the job of ironing.



## ECONOMICAL 36 PACK, 10c SIZE VEND-MASTER

In use in all fifty states and Canada, the further improved Model #10 VEND-MASTER is also available in detergent, bleach and starch models. As all model VEND-MASTERS, they have new friction-free vend, new cadmium plated parts and new stainless steel springs. All VEND-MASTERS are designed for wallmounting to save floor space and have a beautiful baked enamel finish.



### WARRANTY FOR THE VEND-MASTER

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Dispenser parts or the entire dispenser will be replaced on an exchange basis, FOREVER—NO CHARGE, if for ANY REASON they become defective. This warranty is in effect FOREVER if the dispenser is used only for the dispensing of NEW LAUNDRY MAID products.

**NO OTHER MANUFACTURER WILL MAKE THIS STATEMENT**

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**P. O. BOX 7267      San Antonio 10, Texas**

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COUPON FOR  
SAMPLES OF  
LAUNDRY MAID  
PRODUCTS AND  
MORE INFOR-  
MATION ABOUT  
VEND-MASTER  
DISPENSERS

Continued from page 32

an addressograph machine with a plate made up for each customer. When the routeman makes his pickup he puts a prenumbered all-purpose ticket into the machine and, in one operation, records all the pertinent information. The number on the ticket is the delivery number and, with Old Colony's week-to-week delivery schedule, each ticket has a different color corresponding to the delivery date. If the bundle is a "special," the routeman affixes a ticket whose color will ensure delivery on that date.

After the work is processed, a bundle boy takes the work off the conveyors, places it on dollies and trundles the load out to the truck platform. There he loads the vehicles by placing the highest ticketed numbers on top and the lowest on the bottom. Drycleaned garments are sent out to the loading platform on a slickrail and loaded in a similar manner. It takes the boy about 10 minutes to load and unload a truck, saves time on ticket printing in the addressograph department, and saves money when compared with the number of tickets used previously, a saving of \$6 per thousand, to be precise.

Other award-winning ideas were concerned with flatwork production, office procedure, and suggestions on how laundry managers can best delegate their time. One idea that intrigued us was submitted by an Old Colony Laundry employee to better control accurate carry-through on the starch or no-starch choice on shirts. He made up a rubber stamp imprinted with the words "No Starch" in half-inch letters. The stamps are used on

the laundry lists by the marking department. After processing, if a sorter finds starched shirts in a no-starch bundle, she reports this to her supervisor and gets 25 cents for every catch. Old Colony has paid out \$3.75 for 15 mistakes found in three months, but time and money have been saved on "go-backs."

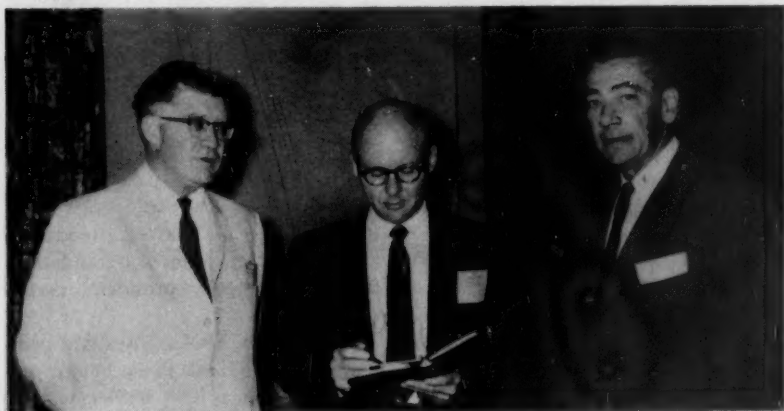
Other meeting highlights included a talk by AIL President Dave Wallace on the national Public Relations for Professional Launderers program, a panel on drycleaning finishing methods and costs, another panel on quality control in laundering and drycleaning, a cost comparison session, and a presentation by Rodger R. Jackson, managing director of the Laundry and Cleaners Allied Trades Association, on the value of trade association membership and activity.

New officers elected at the business meeting are: president, Herbert Fried, Royal Laundry, Richmond, Va.; vice-president, Maurice Long, Pioneer Laundry, Washington, D. C., and treasurer, John Greene, Troy Laundry & Drycleaning Co., Hagerstown, Md.

New directors include Arch Houstle, Fulton Laundry, Baltimore, Md.; Frank Suiter, Ideal Laundry, Roanoke, Va., and Henry Worcester, Morning-side Laundry, Silver Spring, Md.

Before closing the sessions for the convention-ending golf tournament banquet, it was announced that the midwinter meeting would be held on December 3 and 4 at the Shoreham Hotel in Washington. Next spring's convention is slated for April 10-12 at the Greenbrier Hotel in White Sulphur Springs, West Virginia.

—Jerry Whitman



New officers and directors elected by Tri-Staters include (left to right): H. E. Worcester, director; A. Houstle, director (and immediate past-president), and M. Long, vice-president. Not present but elected to the following offices were H. Fried, president; J. P. Greene, treasurer, and F. Suiter, director

## THE button trap

**HAVE TUX:** In Philadelphia an impatient thief made off with a delivery truck containing 77 tuxedos, all in need of cleaning.

**EGG-TRA SERVICE:** Out in Leavenworth, Kansas, the Bell Laundry was commended again for its dye work. For years the plant has colored thousands of eggs for city-sponsored Easter egg hunts. The eggs are furnished by various civic and fraternal groups.

**LUCKY LADIES:** A new coin-laundry in Mount Vernon, Illinois, features an air-conditioned lounge and coin-operated hair drier chairs.

**WHAT IN BLAZES:** Down in Virginia, firemen summoned to fight an apartment house fire found only a smoldering item of feminine apparel in the basement clothes drier. The call was reported as a "Falsie Alarm."

**COMBINATION SHOT:** Ill health forced a Seymour, Iowa, man to put his coin-op and billiard parlor up for sale. The laundry found a ready buyer.

**FOR LONGER WEAR:** Fabric note from news column—"One pound of fine American wool can be spun into 30 miles of yarn. A man's suit contains wool that can be spun out 100 miles long."

**HOUSEWARMING:** In Detroit the living room of a brand-new home was extensively damaged when the proud owner demonstrated his fireproof rug.

**WHEEL-HAPPY:** The Sunny South Laundry of Worthing, England, was found guilty on 17 counts for permitting its drivers to work excessive hours.

**HAPPY TALK:** An expectant mother in Washington, D. C., wrote to Baby Valet to say she would never have had another child if it hadn't been for its diaper service.

## High morale doesn't mean good production

Contrary to popular belief, an atmosphere of "sweetness and light" isn't necessarily a desirable goal for a company to achieve since it may becloud deeper underlying tensions and resentments.

That's what Robert Tannenbaum, PhD., University of California, told linen suppliers at their recent national convention at Los Angeles.

"One of the most important advances in the last 10 to 15 years," said Mr. Tannenbaum, "has been to dispel some of our previous ideas on human relations." For example, it has been found that:

High morale doesn't necessarily go hand in hand with good production. You can't teach people about human relations by sending them to school, courses, seminars, etc.

There are no "Dale Carnegie-isms" in dealing with people.

He went on to point out that most of us are very ineffective in dealing with people because we don't understand them. And he explained why this understanding is difficult to come by.

1. People differ. The usual recommendation is "put yourself in the other fellow's place." But each of us is unique. Our backgrounds differ as do our educations, jobs, ambitions, ages, etc. So if you attempt to see the problem from the other man's viewpoint, you will be wrong 99 percent of the time. Just about the only way we can reach other people is through their likes and fears.

2. Distortion. Many of us are inclined to distort facts so that they will show us what we want to see. We are prejudiced without even realizing it.

3. Fear. Two-thirds of us feel inadequate in our jobs. We are afraid and put up a facade to mask our insecurity. We feel impelled to "transmit" all the time and don't give others the chance to tell us what they really think about us.

The natural question at this point is: Is there any hope for us?

Mr. Tannenbaum answers: "Yes, there is. We've got to become more adequate in ourselves and recognize our own island of security. We've got to gain more awareness of ourselves to appreciate how we affect other people."

## Pennsylvania bans wage rate differences based on sex

A new law passed by the Commonwealth of Pennsylvania prohibits differences in wage rates based on sex.

Employers cannot pay wages to any employee at a rate less than the rate at which they pay wages to employees

of the opposite sex for work under comparable conditions on jobs that require comparable skills.

Differences in wage rates are not prohibited, however, if based on such things as seniority, training or merit

increase systems that do not discriminate on the basis of sex.

The law, which became effective March 17, 1960, will be enforced by the Bureau of Women and Children, Department of Labor.

## Married women are going back to work in greater numbers

About 80 percent of the number of people added to the labor force in the United States in the year ending March 1959 were married women.

While most of these are in the lower income brackets, it is becoming socially correct for the wives of upper-

income husbands to take jobs, according to Labor Department economists. And more of them are doing it.

Rising incomes of American families have not held back the movement of married women into the labor force. On the contrary, the greatest increases

in labor force activity have been at the upper ends of the income scale.

With the shrinkage of two million potential workers in the prime working age group (25 to 45) in the next 20 years, women may have to fill the gap in middle-management jobs.

## More industries crack down on absenteeism

More and more companies are taking firm steps to combat employee absenteeism.

According to a survey conducted by the *Industrial Relations News*, a weekly newsletter for the industrial relations/personnel field, the problem is attacked in several ways.

In some companies, supervisors and company nurses visit absent employees in their homes to make sure they're sick when they claim to be.

In others, demerits are issued for unexcused absences and lateness, and the employee is fired when he accumulates a certain total.

Still another variation penalizes the employee by loss of seniority or deferred pay increases.

The survey also revealed that some companies take the positive approach and reward those who do make it a point to be present and on time. These rewards may take the form of an extra

week's pay (or an extra week's vacation) for a year's perfect attendance; a personal letter of congratulations from the company president; certificates, etc.

Incidentally, IRN advises that companies should think twice before pinning medals for long service on veteran female employees. Reason: Making a fuss over their long stay with the company reminds them of their age.



*Introducing — New Improved*

# Colgate KWIKSOLV

*Faster removal of  
oily soil and stains!*

*Special brightener  
for whiter,  
brighter washes!*

*Practically dust-free  
formula!*



*More effective  
emulsifying and  
dispersal of heavy soil!*

*Saves you  
time and money!*

*Better rinsing—uniform  
high-quality results!*

## The famous "one-shot" laundry compound —now better than ever!

Extensive laboratory and "in-the-laundry" research now makes possible a new and significantly improved Colgate Kwiksolv. New Kwiksolv is *complete*—no break compound or supplementary alkalies are

needed. For a *better-than-ever* washing job on family white work, white shirts, linen supply, diapers and towels, get *better-than-ever* Kwiksolv—the perfect "one-shot" laundry compound—today!

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Save money in cost, installation, gas consumption, maintenance and servicing. Save space with JET's streamlined dimensions, moved easily through doorways. Ten JET dryers occupy space normally required by seven ordinary dryers. Save customers by offering more dryers at same cost. JET's capacity is tailored to customers' average under-loading, eliminates waiting.



#### PREFERRED FEATURES!

Famous ultra violet ray light is standard equipment. Front servicing, modern exterior. Rigid panels, safety door and tamperproof assembly mean years of quality performance.



#### QUALITY DESIGN!

Fully enclosed cabinet, convenient lint door and double capacity coin vault give quality construction, safety and economy. Completely insulated arc-weld construction and self-contained drive unit. Truly a commercial product!

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Look at the special advantages polyethylene packaging offers:

Polyethylene film's "see-through" clarity is a show window for the service you're selling your customers. They like the clear, durable packages.

Polyethylene film is easy to print on—lets you merchandise your quality laundering right on the shirt package.

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operations ... resists tearing ... can be easily heat sealed.

Polyethylene film is the most inexpensive *clear film* you can buy.

**Polyethylene film is now clearer than you've ever seen it before.** One of U.S.I.'s polyethylene resins — PETROTHENE® 207 — has become one of the most popular with producers of film used for packaging shirts. Ask your supplier about the special advantages of clear polyethylene film. U.S.I. will be glad to furnish the names of extruders making this film.



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## Fabric forum for modern homemakers



Fabric commentary by Peggy Dwyer, president of the Bureau of Laundry and Drycleaning Standards, sets the theme for the Forum—that there's more to fabrics than meets the average homemaker's eye



The panel of experts solved laundry and drycleaning problems with authority, efficiency and good humor. In some cases, they helpfully offered to right homemakers' mistakes

ABOUT 500 BALTIMORE homemakers turned out for the Fabric Forum held at the Eastern Star Temple the evening of May 19. And their frequent, enthusiastic applause during the course of the 2½-hour program indicated the success of this industry-promoted endeavor.

The meeting was sponsored by the Bureau of Laundry and Dry Cleaning Standards and its member plants in the Baltimore area—namely, Archers, Elite, Fulton Services and Lord Baltimore Laundries.

Representatives from these plants also participated actively in the three-part program, making up a panel of experts who analyzed articles that had been unsuccessfully laundered at home by members of the audience.

The object of the program was to provide homemakers with useful fabric information in an entertaining manner and, at the same time, improve their opinion of professional launderers and drycleaners.

This was the Bureau's first effort to reach a consumer audience. Baltimore was selected because of an unusual situation that guaranteed a good attendance.

Station WITH in Baltimore has a novel merchandising campaign. It gives away \$1,000 to any club or group that has earned the highest number of points in a 13-week period. Points are awarded, for example, for box tops or wrappers of advertisers' products. In this case, would-be-winners earned 1,000 points by attending the Fabric Forum.

### THE PROGRAM

The program got under way with a Fashion Show of Sears' "Summer Specials." The outfits were modeled by young ladies from Mount St. Agnes, with fashion commentary by Mary Kohli of Station WITH.

Peggy Dwyer, president of the Bureau, gave a fabric commentary on each showing, pointing out the things smart homemakers should consider in buying garments and emphasizing that a garment is only as serviceable as its most delicate part. (It's all right to buy lace-trimmed garments, for example, if you don't expect too much from them and know that the lace will probably go first.)

"Even garments fashioned of wash-and-wear material but with delicate

construction features not compatible with the washing machine might give greater satisfaction and certainly longer life if drycleaned," she said.

All through the evening, the idea that professional launderers and cleaners knew best came through in subtle ways.

Bernice Mohlenhoff, director of education, Eastman Chemical Company, who gave an interesting and informative talk on man-made fibers, concluded that it takes a tremendous degree of technical knowledge to keep pace with the new fibers coming out on the market each day. "Professional launderers and cleaners today," she added, "are a far cry from the picture you have of them from the past. They must have highly trained technicians on their staff to aid them and keep them abreast of new developments in textiles. They also have their research laboratories—the American Institute of Laundering and National Institute of Drycleaning—to guide and assist them."

The panel of experts, which concluded the program, also emphasized the industry's professionalism. They quickly recognized the problem of fugitive dyes which plagued one homemaker and told the audience how to make swab tests.

Because these problem garments were submitted 10 days in advance, the panelists also had the chance to go deeper into the analysis than would normally be possible. One item, which at first glance looked as if it had printed off on itself, was actually found to have been stained by lacquer. And the experts' testimony was convincing.

### PERTINENT COMMENTS

W. Bruce MacIntosh, chairman of the Bureau board, explains the program this way:

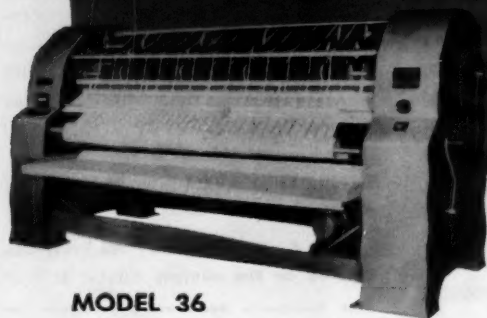
"We recognize the need to educate the consumer to our industry's point of view. This is a tremendous task. But we believe these meetings benefit our members in particular and the industry in general."

"The best yardstick I can use as to the worth of such programs," says Peggy Dwyer, "is the reaction of the launderers and cleaners present. When they expressed their interest and willingness to 'do it again' and said it was a 'splendid idea' . . . then it's certainly worth while."—Henry Mozdzer

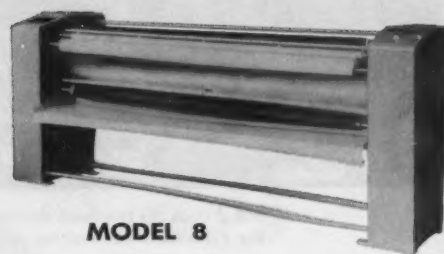
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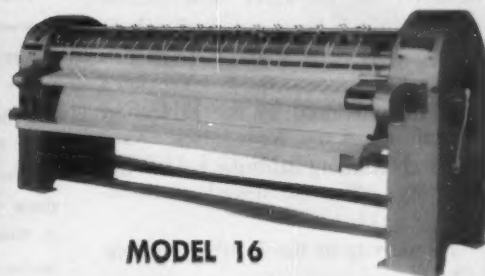
**MODEL 36**



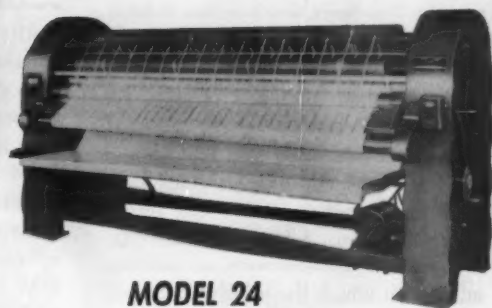
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**MODEL 16**



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Whether you need an ironer for a new laundry operation or to replace an obsolete machine, it will pay you to get information and a quotation on a *Chicago Ironer*. It will produce quality flatwork with a reasonable investment and low operating costs.



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*More than 50 teachers devoted their entire Saturday to attending the first seminar sponsored by the Education Committee of the New Jersey Laundry and Cleaning Institute*

## New Jersey teacher's seminar draws enthusiastic response

"WHY HAVEN'T the laundries done this before?" exclaimed a bright-eyed home economics teacher from a senior high school in northern New Jersey.

"We never even knew there was an organized laundry industry," earnestly declared an attractive silver-haired teacher from a large new high school in the center of the state.

The occasion was the first Teacher's Seminar sponsored by the Education Committee of the New Jersey Laundry and Cleaning Institute, held at the Institute's offices in Newark on Saturday, May 14.

An activity of the Institute's public relations program which is being underwritten by the Education Committee, the Teacher's Seminar was held in two sessions: 9:30 a.m. to 12:00 noon and 2:00 p.m. to 4:30 p.m.

Drawing an audience of over 55 teachers, the seminars were planned to provide education and educational entertainment. Harold C. Bucklew, executive secretary of the New Jersey Laundry and Cleaning Institute, greeted the teachers with an amusing address in which the relative superiority of men and women was discussed. This set a gay mood which continued through the next portion of the program which featured Judith Keith, public relations consultant to the Institute, doing the Betty Best fashion show, "Lady Be Lovely."

During the coffee break in the morning and the tea break in the afternoon, the attending teachers mingled with the laundryowners and members of the Institute to discuss the professional laundry and drycleaning business. The members of the Education Committee acted as hosts. Many teachers felt the fashion ideas demonstrated and the laundry film which fol-

lowed the coffee break would be interesting classroom activity and asked if the Education Committee would sponsor Betty Best shows for schools in the fall. They were advised the Committee would be pleased to do so.

Two home economics teachers from the Kawameesh High School in Union, New Jersey, asked for a program in June to which they would invite both students and their mothers. A teacher from the New Providence High School near Summit, New Jersey, requested a Betty Best show for two classes on Tuesday, June 7. This teacher also stated she would invite the mothers because "they certainly would enjoy this show and they would learn a lot."

After the refreshments, door prizes donated by the Education Committee were given to the teachers and then the group settled down for the technical part of the program. The American Institute of Laundering film, "Every Day Is Monday," was shown with the audience expressing its liking for the educational value of the film. They also agreed it was good classroom material.

Frank Onorati, manager of the New York office of the American Institute of Laundering, then spoke and explained the purposes of the Institute's Seal program. His talk was received with great interest. The attentive audience then listened to Albert E. Johnson, trade relations director of the National Institute of Drycleaning, explain and illustrate the problems that often confront drycleaners.

One young teacher from Metuchen, New Jersey, who attended the morning session, excitedly said: "I'm going to call three teacher friends of mine immediately and tell them to get over here for

the afternoon program. This is terrific! I don't know when I've enjoyed a seminar so much. Most of them are so commercial you don't learn anything!!"

As they left the teachers were given two large envelopes containing educational material supplied by both the American Institute of Laundering and the National Institute of Drycleaning, as well as a letter from the Institute which listed the names of the Education Committee members who sponsored the day. The members of the Committee were personally introduced to the audience by Judith Keith who announced:

"Please remember that our Education Committee is composed of professional launderers and drycleaners, who have become experts by spending knowing years in their industry. They will be only too happy to help you should any problem arise in class concerning fabrics, clothing, linens—their care and maintenance."

The Committee and the Institute, cheered by the obvious success of their first Teacher's Seminar, plan more for fall. Many teachers present said they would pass the word around as to what a good time they had and how "worth while the day had been."

Education Committee members are: Barney Vander May, Blue White Method Laundry; Tom Rogers, Brunswick Laundry; Richard Corby, Columbian Laundry; John Hewson, Corby's Laundry; Max Nadel, Hamilton Laundry Service Company; Hal Marx, Homestyle Laundry; Les Wright, Morey LaRue Laundry; Kevin Hause, Separate Sanitary Laundry, and T. Rodney Crowley, Jr., Union-Imperial Laundry. □□



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**PERLITE**...The wonderful soap builder with great stain removing power and no harmful action on fabric. Suspends rust—rinses easily—saves soap!

**INTERSUDS**...The complete soap with amazing detergent action on oily and hard-to-remove stains. Gives brighter, more sparkling wash. You can see the difference in one wash!

**HYWITE**...The soap with greater dirt and stain removing power—and no builder need be added to it! May be used dry or boiled up in solution—requires no mixing—eliminates extra materials!

**SIMPLEX**...Properly balanced and ready for use right from the barrel! Keeps rust and sediment off clothing...is made to work at break temperatures throughout on white work!

**H-K DRY BLEACH AND DETERGENT**...The single product with the triple action: removes stains...whitens...aids rinsing! Special soap-stripping action clarifies linen—assures fresh, clean, sweet-smelling work. Use right from the drum!

**NO. 996 INDUSTRIAL CLEANER**...For laundering overalls, workclothes, floor mops and similar items. Removes grease better, rinses quicker, washes cleaner. Shorter washing formula. Safer to fabrics, too!

**SENECA**...The non-congealing starch that gives a fine, smooth, even, uniform finish that means greater customer satisfaction! Used dry in the wheel.

**LUSTERFIXE**...Made especially for the laundry operator who wants to get the whitening result of a complete sour and a blue in one product—and in one operation! Excellent for removing yellow perspiration stains from collars.

**S. R. F.**...For the fastest, most economical washes you've ever seen. Saves fuel...water...time...and increases the capacity of your equipment! A super rinsing-aid!

**C.W.P.**...The "seeing eye" of laundry service—designed to do a selling job for you through the appeal of cleaner, brighter unfaded colored work!

**INEX**...The miracle rinsing aid! Inex brings you "whiter" white work than ever before possible—and does it with a big reduction in time, labor, fuel and equipment. Saves on water...taxes. Brings wash a truly "new" degree of whiteness!

**LIMESOLV**...Add it dry to the wheel—just as it comes from the drum—and it almost immediately disperses and checks limesoap deposits on linens!

**BLUFIXE**...Removes stains—and its even distribution of blue assures you gleaming whiteness, does away with gray deposits, avoids soap specks. Sterilizes—gives you whiter washes!

**COLORFIXE**...Checks color bleeding, prevents contact stains, imparts a soft finish—and deodorizes. For truly superior color work! Use on all classifications—white or colored. The universal sour!

**ACROTEX**...The new and long-wearing anti-static cover cloth that's perfect for your flatwork ironers. Requires fewer changes...means better finishing and more savings for you!

**THERMOTEX**...The miracle cover cloth that averages twice the length of service of rival cover cloths! Speeds up production, improves finish. Wears like iron!

**DIASAN**...Gives linens an enduring antiseptic finish that helps combat the spread of germs from linen surfaces. Destroys Staphylococcus Aureus on contact!

**LEVELON**...The blue that takes evenly on all classes of work—never shows-up albumen stains. Hard fabrics and soft fabrics—all come out the same uniform shade. Saves its cost in water alone!



Established 1851

## H. Kohnstamm & Co., Inc.

NEW YORK 13, 161 Avenue of the Americas . . . CHICAGO 11, 11-13 E. Illinois St.  
LOS ANGELES, (P. O. Address) 2632 E. 54 St., Huntington Park, Calif.

*Foremost Manufacturer and Distributor of Quality Laundry and Cleaning Supplies*

ALAMEDA • ALBANY • ALBUQUERQUE • ATLANTA • BALTIMORE • BOSTON • BUFFALO • CINCINNATI • CLEVELAND • COLORADO SPRINGS • DALLAS • DAYTON • DENVER  
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PHILADELPHIA • ST. LOUIS • SAN ANTONIO • SEATTLE • TULSA

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IF CUSTOMER COMPLAINTS ARE

# GAINING

ON YOU ...



## Switch to **GRIPPER**® Snap Fasteners

Customer tempers rise when buttons break or fall off—and that's bad business. It's the reason why so many launderers today are switching to GRIPPER Snap Fasteners. They're practically indestructible—will actually last the full life of the shirts, pants and other work uniforms they're on. GRIPPER Snap Fasteners make shakeouts faster, too. Just one swift motion opens the garment completely. And, of course, GRIPPER Snap Fasteners cut button replacement costs to a minimum. For information about GRIPPER Snap Fasteners, write: **SCOVILL** Manufacturing Company, Laundry Section, Waterbury 20, Connecticut.

### **GRIPPER** SNAP FASTENERS

*The closure that keeps your customers*

**HAPPY!**



fibers  
AND fabrics

## Throw-away clothing now available at Macy's

Paper substitutes for cloth have been the talk of the trade for the past 50 years.

THE LAUNDRY JOURNAL carried a report on paper towels being put to use at the State Office Building in Albany, New York, back in 1911. Paper handkerchiefs were introduced in 1924. Since that time, more and more paper products have come into use and the ultimate goal of perfecting paper clothing drew nearer to reality.

The experiments in the garment field had been fairly well restricted to industrial and institutional applications. But early last month, paper or "nonwoven" clothing was made available to the public at large. On May 10 large three-column advertisements in the New York City dailies announced:

Macy's is first to bring you the cheeriest news of the Space Age—Throw-away Clothing.

Good looking cover-ups the family can wear to do messy chores . . . when they're soiled, kiss them goodbye and throw them away.

The garments were described further as "nylon scrim reinforced cellulose fiber cover-clothes." And were said to be "cool, water-repellent, fire-retardant, strong enough to survive dozens of heavy chores."

Approximately three dozen chores were suggested and these ranged in intensity from "taking out the garbage" to "reshingling a roof."

"Now," says the Macy copy, "you can drape your entire family in the world's most practical clothes, and pay less than your weekly cleaning bill."

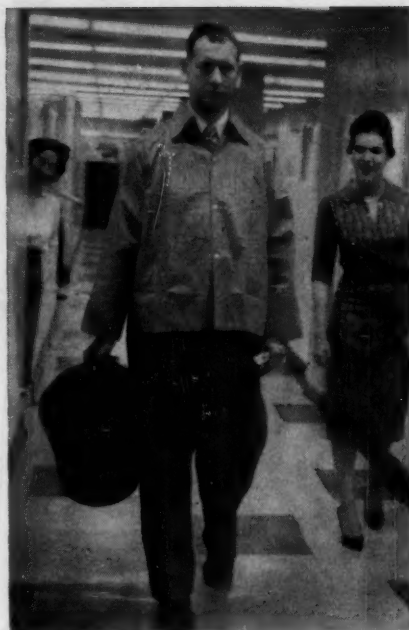
The garments listed for sale included: three-pocket, button-down smocks for the ladies (\$1.69 each); jackets and trousers for men, and children's smocks (\$1.29 each). They were sold in large, medium and small sizes, and came in six colors: Ruby Red, Emerald Green, Sky Blue, Canary Yellow, Silver Gray and White.

These particular throw-away clothes were made by Disposables, Inc., New York City. A telephone call here netted us the information that the firm has been in business for three years and its sales have been "to all kinds of industries and institutions."

Another call to Macy's department store a week after the ad appeared brought only this reply: "Customer reaction has been favorable."

\* \* \*

We purchased the men's jacket and trousers in the large size the day after the initial ad ran. It cost us \$2.66 for the



*Here's what the well-dressed man of the future may wear for such chores as taking out the garbage—sky-blue jacket and silver-gray trousers made of paper by Disposables, Inc.*

set, including tax. We were told the goods were non-returnable.

The outfit looked like a pair of seersucker pajamas. It felt cool and slick to the touch. And the hand reminded one of the felted layer of material used to protect chocolates in a candy box.

The seams, pockets and buttonholes of the jacket were machine-stitched and the buttons sewed on. The trousers had an elastic tape in the waist and were somewhat baggy.

We found the material shed water when held under a faucet without leaving a wet spot or discoloring, although prolonged exposure left it feeling damp. It burned when touched by a match or cigarette, but would not support combustion. It could be torn, but it resisted crumpling and it didn't crackle.

Most people who saw it did not recognize it as a paper product. They were surprised when told what it was.

Generally speaking, the women were impressed but thought it was expensive. The men believed the most practical use would be as coveralls for making emergency repairs on the highway; e.g., fixing a flat tire.

We tried the suit for a day's work around the backyard—mowing the lawn and digging in the garden. It was cool, shed grass clippings readily and impressed us with its many possibilities. We were just about ready to give it the LJ seal of approval when closer examination revealed that the seam had split in the seat of the trousers.

It would be a mistake, however, to poohpoo the idea of throw-away clothing as a never never thing. Paper fabrics are getting better and better. □□



# Using Salt Efficiently

by INTERNATIONAL SALT COMPANY



## You Can Save Money on Water Softening—With a "Lixator"

Today, a great many laundries using zeolite water softeners are faced with this problem: While the water softener (which needs periodic regeneration with brine) gives excellent performance—regeneration is often costly, time-consuming, and causes substantial waste of salt. This is generally the case when salt is dissolved to form brine without the proper controls.

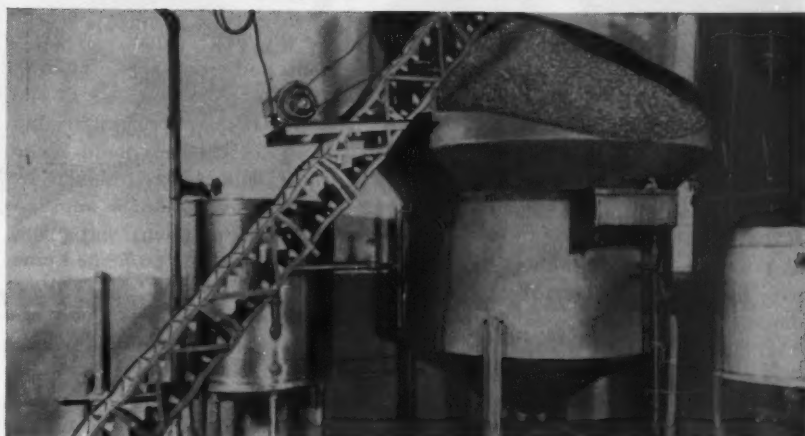
In most laundries, however, it is possible to reduce this high cost of water-softener regeneration. The method is simple and effective: Always regenerate with pure, fully saturated brine—the type of brine made in a Sterling Lixator.

The Sterling Model Lixator is the most efficient and economical rock-salt dissolver ever developed. Wherever this fully automatic unit is used in water softening, it reduces the amount of salt consumed . . . eliminates dry-salt spillage . . . and simplifies the entire brine-making process. Developed and patented by the International Salt Company, the Lixator combines rock-salt dissolving and brine filtration in one simple operation. It delivers fully saturated crystal-clear brine *automatically* to any point within a laundry. The Lixator is also remarkably easy to maintain, and has no moving parts to get out of order. (Today, Lixators are available in corrosion-proof plastic, as well as metal.)

In operation, a Lixator need not replace the salt-dissolving tanks furnished by water-softener manufacturers. Instead, Lixate Brine is piped to these tanks—which then serve as the storage and measuring tanks from which brine is withdrawn for use.

**Salt handling reduced.** Because Lixate Brine is piped to points of use, the work of hauling dry salt from storage piles to the location of the water softeners is eliminated. Also, because of this direct-piping feature, the Lixator (and the salt that feeds it) can be placed anywhere in the laundry, to make the most efficient use of available space. With a self-feeding hopper for salt, the Lixator operates automatically, without attention, and with little or no salt handling.

Lixators are made in a variety of sizes—to meet the brine needs of individual laundries. The principle by which they operate can benefit the largest laundry, or even one of moderate size.



At this plant in Hartford, Wisconsin, this Sterling Model Lixator is used for efficient, low-cost water-softener regeneration. A mechanical conveyor fills the Lixator hopper from a nearby rock-salt storage pile. In your laundry, a Lixator can also produce substantial savings on salt—and in salt handling.

**Complete regeneration.** Since Lixate Brine is always 100% saturated, it provides complete water-softener regeneration each time. This means that extra regenerations—with the consequent use of more salt—are eliminated. Still another advantage results from using Lixate Brine: Water-softener operators will not use any more of this brine than is needed for each regeneration. What often happens in the case of unsaturated brine is that excess amounts are used in an attempt at complete regeneration. In the long run, this always results in a costly waste of salt.

**Keeps water softeners clean.** Besides being fully saturated, Lixator Brine—produced in a Lixator from economical grades of Sterling Rock Salt—is also self-filtered, and free from insolubles or other foreign matter. As a result, it will not introduce dirt or other "clogging material" into the zeolite bed of the water softener. This has proved to be a particular advantage in water softening—because the zeolite stays in good condition longer. Lixate Brine is also free from acids or alkalis. Thus, being neutral, it cannot adversely affect the performance of any zeolite water-softening system.

District Offices: Boston, Buffalo, Charlotte, Chicago, Cincinnati, Detroit, Newark, New Orleans, New York, Philadelphia, Pittsburgh, St. Louis.



### TECHNICAL SERVICE WITH YOUR SALT

Through skilled and experienced "Salt Specialists," International can help you get greater efficiency and economy from the salt you use. International produces both Sterling evaporated and Sterling Rock Salt in all types and sizes. And we also make automatic dissolvers in metal or plastic for both kinds of salt. So we can recommend the type and size of salt most perfectly suited to your needs.

If you'd like the assistance of an International "Salt Specialist" on any problem concerning salt or brine—or further information on water-softener regeneration—just contact your nearest International sales office.

International Salt Company  
Dep't. LJ-660  
Clarks Summit, Penna.

- ☐ Please have representative call with further information.
- ☐ Please send free booklet, "Brine For Today's Industries."

Name \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

INTERNATIONAL **STERLING SALT** SALT COMPANY

"A STEP AHEAD IN SALT TECHNOLOGY"

## Communications

### Two-way radios may soon be standard route equipment

Two years ago the Federal Communications Commission set aside a specific radio band that private citizens could employ for personal and business use. It is known as the Class D Citizen's Band Radio Service operating on the 27 megacycle band.

There was no mad scramble to set up radio-telephone communication between laundry plants and their routes at that time because it was still a novel idea and the equipment was expensive. But these objections seem to be diminishing with each passing year.

At the present time, there are some 50 manufacturers building sets for the Citizen's Band. Most are transceivers, which means the same unit is used for both transmitting and receiving. The equipment is easy to operate, compact and relatively inexpensive.

The units vary in weight from 8 to 20 pounds and are about the size of an average table radio.

Power requirements run between 30 and 60 watts on 115 volt operation. And the portable units draw about the same amount of current as an ordinary automobile radio. Although the range of the units depends on many factors, a reliable range of 5 to 10 miles can be expected under normal conditions.

Costs of a single unit vary from about \$40 for do-it-yourself kits to over \$200 for elaborate factory-built units. Two units, of course, are necessary for communication. The least expensive communication set, which includes two transceivers plus necessary antennas, costs around \$100.

Class D service requires no operator's license or license examination. The radio equipment must, however, be licensed. This merely involves the completion of an FCC application form (#505).

The application describes the intended use of the equipment, certifies that it meets technical requirements

and indicates that the user is familiar with FCC rules.

Once the form is processed and approved, the FCC issues call letters and grants authorization to establish a Class D station.

The FCC does prohibit certain practices with Citizen's Band Radio, and rule violations may result in loss of license or even fines or imprisonment for more serious infractions. Here are some of the prohibited practices:

- Citizens Radio Service must use voice communication only. No music or code signals are allowed.

- The Band is not to be used for purely recreational purposes or idle gossip about the weather, social activities, etc.

- The Band is not a "Ham" operator band and must not be used as such. Attempts to contact other unknown Class D stations are not permitted.

- Final input power to transmitter is limited to a maximum of 5 watts.

- The antenna must not be more than 20 feet above the structure on which it is mounted.

- Station owners must be U. S. citizens, 18 years of age or older.

Laundries presently using two-way radios find them valuable in improving routine, providing emergency service, and in directing the men's route sales promotion activities.

\* \* \*

Globe Laundry and Dry Cleaning Company, Manitowoc, Wisconsin, was one of the most recent plants to install two-way "Citizen's Band" radios in four trucks used for city pickup-and-deliveries.

The mobile radios, according to general manager Robert J. Lee, help speed customer service. Where late orders are called in, the salesman can be contacted immediately, saving about half a day on pickup. The radios here have an effective range of about seven miles. □□

## BORROWING MONEY

Continued from page 21

lower interest rate than an unsecured one.

### WHAT IS ACCEPTABLE BANK COLLATERAL?

Life insurance, which will be taken as collateral at virtually its cash surrender value; listed stocks, which will be taken at about two-thirds of value; bank accounts, which will be taken at every penny of dollar value as these are essentially cash. Since you will eventually get your security back if the loan is repaid, these assets might well be pledged for a loan rather than sold.

### WHAT ABOUT SO-CALLED "CHECK CREDIT"?

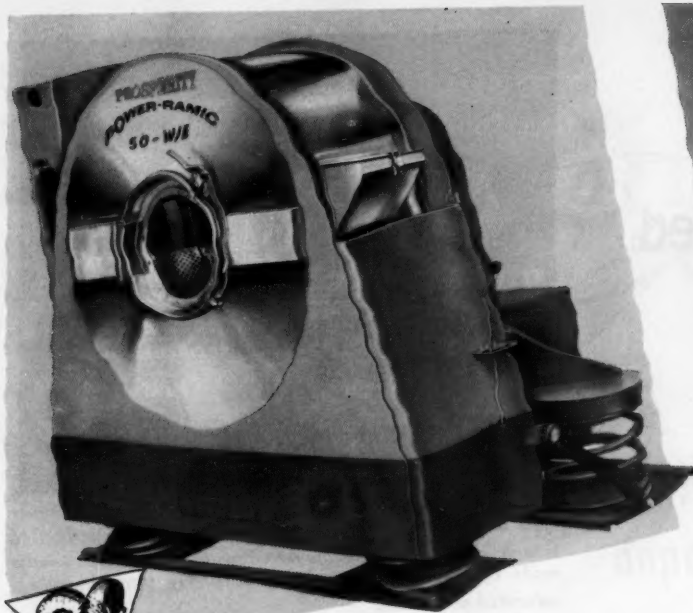
The latest development in the bankers' unsecured personal loan field, known as "check credit" or some variation thereof, lets a borrower establish a revolving credit. You may simply draw checks against your account up to the limit of this credit for any purpose without the formality of reapplying or signing a new note. Check credit is a method of combining a continuing supply of credit with the convenience of a checking account.

Monthly payments in reduction of the loan, of course, are required, and the maximum check credit allowable is about 12 times the amount that can be repaid each month. Interest charges in most banks are about 6 percent—but discounted as seen above, for an effective rate of more than 11 percent.

\* \* \*

To end the story of George Brown, he borrowed \$3,000 from a bank on security of his life insurance at 6 percent simple interest. He borrowed \$2,000 on an unsecured personal note—paying interest at 6 percent—but discounted in advance for a much higher effective rate. He is paying off this loan first—for his benefit and the bank's.

With very little variation, this discussion would apply equally to George Brown, a laundry manager in a large hospital seeking a home-improvement loan, or to George Brown, sales manager for a substantial linen supply house. □□



**PROSPERITY'S<sup>®</sup>  
POWER-RAMIC '50W/E'**

50 lb.

# WASHER EXTRACTOR

# CUTS COSTS

## REDUCE YOUR INVESTMENT

Spring mounted for installation on all types of floors, including wood  
Eliminates need of expensive foundation  
Eliminates separate extractor

## ECONOMIZE ON LABOR

One loading for three operations—washing, extracting and shake out  
Automatic filling, draining and sequence timing

## MINIMIZE SPACE NEEDS

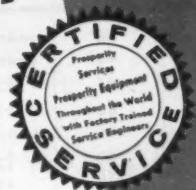
Washer, Extractor, Shake-out in one unit—saves space normally required for three separate machines

## SHORTEN FORMULA REQUIREMENTS

36" dia. x 18" deep open pocket reversing action cylinder assures fast soil removal  
Four high lifting ribs provide maximum drop and squeeze action

**The PROSPERITY Company**  
DIVISION OF WARD INDUSTRIES CORPORATION  
FACTORY AND GENERAL OFFICES, SYRACUSE, N. Y. — SALES AND SERVICE BRANCHES IN ALL PRINCIPAL CITIES  
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**STRAIGHT ACROSS THE BOARD**  
Exclusive National Distributor RCA Whirlpool Coin-Operated Washers





# Coming: more air-conditioned laundries

## New market prompts improvements in evaporative cooling systems

by JOSEPH C. McCABE

THE AIR-CONDITIONED laundry has seemed so much like the Promised Land to the average laundry operator that he feels he won't find it in this world. Actually, however, things have been stirring along the engineering front that make it possible to come very close to an air-conditioned plant, at least in certain sections of the country.

The U. S. Army Air Force has been the biggest pusher for the early arrival of comfort conditions. The Air Force needs them at its air field installations throughout the Southwest. There they have conditions, on occasion, that approach those of the average laundry on a hot summer day.

### THE TURNING POINT

Air conditioning as a science has moved along so fast and its acceptance

has been so complete that the developers have concentrated on full air conditioning—that is, regulation of air temperature, humidity and flow rate. Cost has been a vanishing barrier.

At first the restaurants and the theaters clamored for air conditioning because their market was people who were out for a good time, willing to pay for it, and wanting that good time in the most comfortable surroundings possible. As industry after industry saw advantages for regulated air conditions and was eager to pay for them, the equipment involved and the science behind them just skyrocketed. The occasional serious situation—and the laundry has always been such a one—was just bypassed for easier markets.

What the Army Air Force did was to present to the air-conditioning industry a possible market it had been overlooking. This market did not need or want an expensive, complete air-conditioned system. Air, cooler than the surroundings and moving at a recognizable pace, would pretty much answer its needs. (This is very close to the needs of the laundry plant.) No fan, no matter how large, could properly do this job. Here is why.

If you'll take a look at Table I you'll see there a number of air conditions. The top example given—a dry bulb temperature of 77°F. and a wet bulb temperature of 67°F., with a relative humidity of 60 percent—spells out the conditions of a beautiful day. The air need not have much

movement at all since conditions are so ideal. Table I reflects this with a low air velocity recommended to give the feeling of a general or effective temperature of 73°F.

Now look at the last set of conditions, mild for a typical laundry on a summer day, and you'll see you would have to blow the air across the laundry at 480 feet per minute, something like a 10-mile-an-hour wind, to achieve the same effect.

Fortunately, the means of doing this job has been well known for years—evaporative cooling. Now that the big manufacturers of the industry are showing an interest in this field, more equipment advances should soon be coming on the market.

### EVAPORATIVE COOLING DEFINED

Just what is evaporative cooling? Stated in its simplest terms, all that is involved is to push air through a water bath. You get the equivalent action of a sea breeze. In pre-Biblical times people were putting out in window areas or doorways porous jars filled with water or simply grass mats heavily wetted to make use of the evaporative process. As the hot, dry air moves over or through the water it soaks up some of this water and is cooled in the process. There are two ways of doing the job today:

**One-stage system:** This system takes in the outside air and cools it by simply blowing it through water. (Fig 1.)

Supposing the outside air, dry bulb

*Continued on page 60*

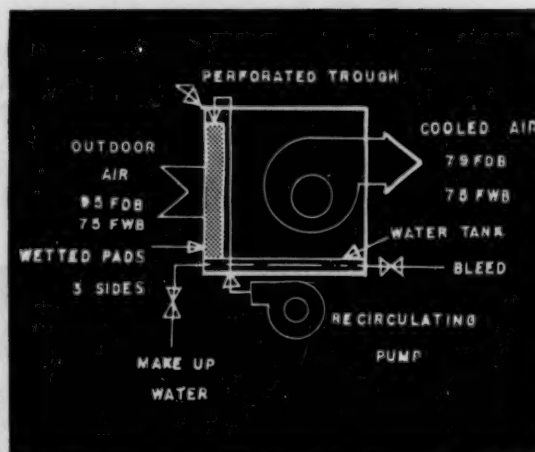
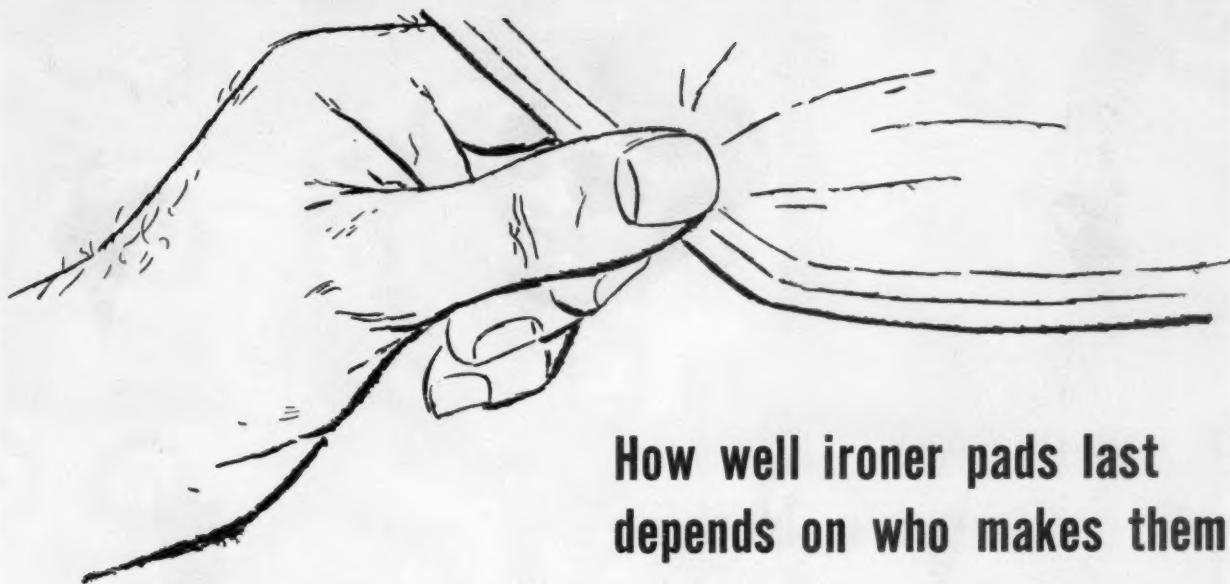


Fig. 1. Drip-type evaporative cooler is one of several types used to cool air by the evaporative idea. Simple perforated trough or pipe wets evaporative pads, which are usually made of aspen wood excelsior. Air drawn through pads is saturated and cooled

Table I—RECOMMENDED VELOCITIES  
FOR ACHIEVING 73° TEMPERATURE

Temperature °F		Relative humidity, percent	Room air velocity, f.p.m.
Dry bulb	Wet bulb		
77	67	60	under 20
80	64.3	43	under 20
80	70	61	170
80	75	80	320
85	58	16	under 20
85	65	33	260
85	70	48	480



How well ironer pads last  
depends on who makes them

**R/M REVOLON®** Pads are designed to last as long as

**R/M REVOLITE®** Covers

**Together, they are designed to last a year!**

R/M, specialists in asbestos and pioneers in blending asbestos with synthetics, developed REVOLON for flatwork ironer pads. This padding, an exclusive blend of asbestos and Dacron,\* maintains its resilience for its full life, withstands higher operating temperatures, and speeds dissipation of moisture.

In combination with R/M REVOLITE Covers, R/M REVOLON Pads give many times the service provided by other padding. They are nonstaining, turn out a better finish

on flatwork ironers, reduce shutdowns, and increase output because of high heat capacity. But remember, it takes *both* to bring you these benefits.

Find out all about REVOLON-REVOLITE service for flatwork ironers. One of our representatives will be glad to discuss your particular requirements with you.

\*A Du Pont trademark

**Member A.I.L., L.S.A., N.A.I.L.M., L.C.A.T.A.**

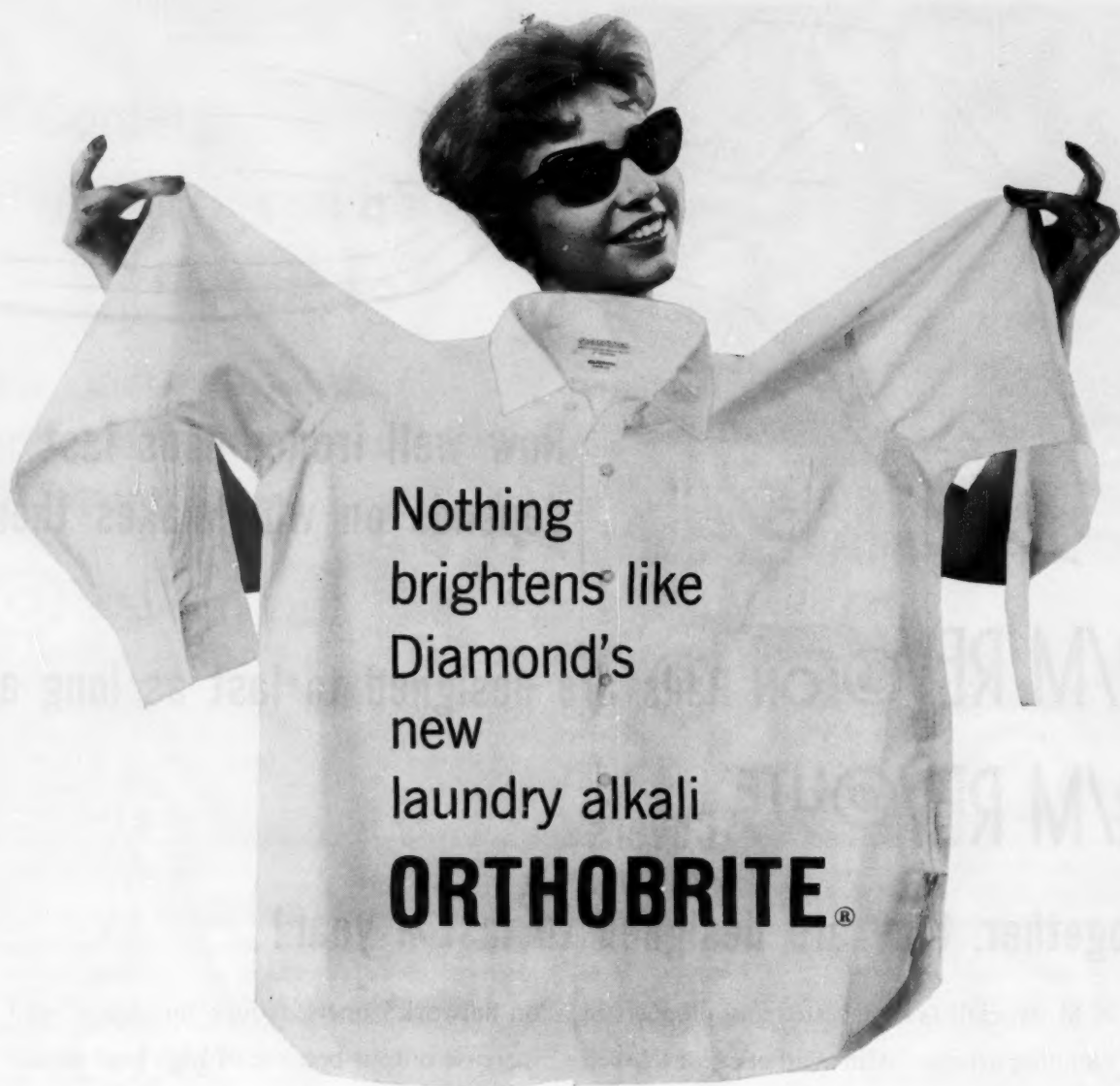


## **REVOLITE DIVISION**

**OF RAYBESTOS-MANHATTAN, INC.**

500 Fifth Ave., New York 36, N.Y. Phone: BRyant 9-4390

**SPECIALISTS IN ASBESTOS, RUBBER, SINTERED METAL, ENGINEERED PLASTICS**



Nothing  
brightens like  
Diamond's  
new  
laundry alkali  
**ORTHOBRITE®**

## Easy to Use . . . Eliminates Waste . . . Dustless . . . Noncaking

A completely homogeneous flake of orthosilicate and complex phosphate with special brightener—produced by an *exclusive* Diamond process. Packed in 100-pound polyethylene-lined bags. • Recommended for institutional, family, diaper and linen-supply laundries. For technical bulletin, write DIAMOND ALKALI COMPANY, Union Commerce Building, Cleveland 14, Ohio.

- Uniform composition at all times!
- Reduces or eliminates bluing!
- White work is whiter — colors brighter!
- Reduces bleach consumption!
- Eliminates expensive brightener-sours!
- Will not cause discoloration!
- Ideal for all classifications!



**Diamond Chemicals**



save



on trucks

save



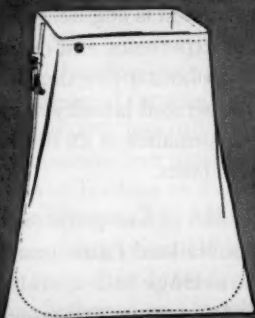
on bag holders

save

on germ control  
basket liners



save



on T.B. Knotless Closure bags

save



on T.B. Sealtop  
round grommeted bags

save



on Knitted Nylon nets

## Tingue Brown offers its latest laundry items early

For highlights of the Tingue Brown Laundry Line without waiting for your standard Catalog, mail the coupon below.

As a service and a saving to you, Tingue Brown has extracted its newest items and offers them on a pre-publication basis, so that you may plan ahead, order early and buy at a saving.

### ORDER AND SAVE

A complete listing of the latest Tingue Brown innovations in germ control basket liners, bags, nets, baskets, trucks, slings, and a host of other items. Handy order cards enclosed.



### TINGUE, BROWN & CO.

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1227 Wabash Avenue • Chicago 5, Illinois • Harrison 7-0083  
723 E. Washington Blvd. • Los Angeles 21, Calif. • Richmond 9-6023  
507 Bishop St. N. W. • Atlanta 13, Ga. • Trinity 4-3864

### TINGUE BROWN & CO.

1765 Carter Avenue • New York 57, New York

Please rush your preview Catalog of laundry items at a saving:

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

# NOW *Beat*

## *Launderama*

*Double Profits*

*Slice Utility Costs*

*Reduce Maintenance*

Buy the Launderama with complete confidence because it features built-in security for your investment. Every detail of its extra-sturdy, industrial-type construction is engineered based on our years of experience and designed to meet the rugged, 24-hour-a-day demands of the most active coin-operated laundry stores . . . and give peak performance at all times at minimum operation costs.

***The LAUNDERAMA is Competition-Proof***

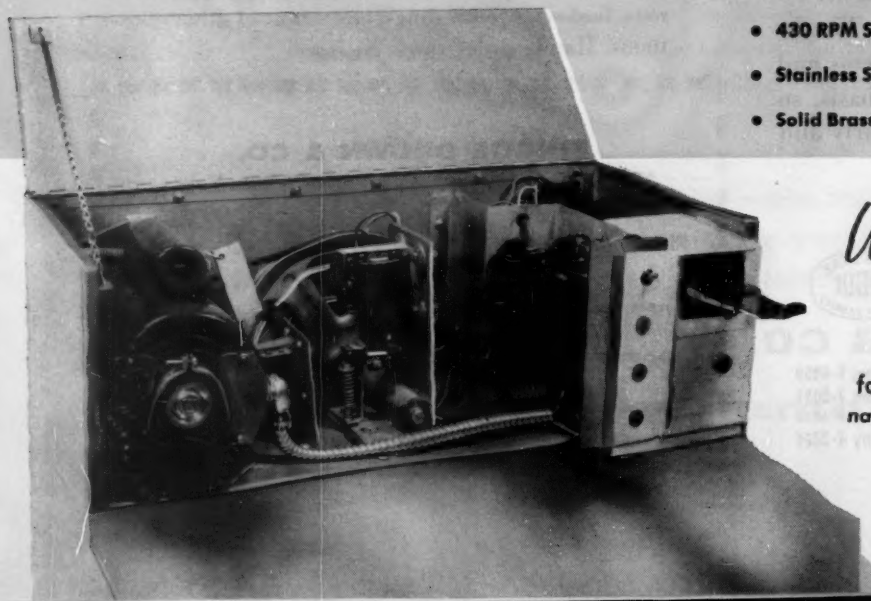
Because the 20-lb double-load Launderama handles twice as much as the average coin-operated washer, you are able to earn more revenue per

### ***For The First Time***

"Monitor Top" which houses all controls, valves, etc.; it can be reached from a standing position for quick, simple servicing without stooping or squatting—truly a serviceman's dream.

### **DISTINGUISHING FEATURES**

- 20-Minute Cycle "Agi-Tumble" Washing Action — the Best in Washability and Extraction
- 20-lb Double-Load Capacity
- Heavy-Duty Industrial Construction Throughout
- Compact Size
- 430 RPM Spin Speed
- Stainless Steel Front, Top and (at last!) Basket
- Solid Brass Thermostat Mixing Valve



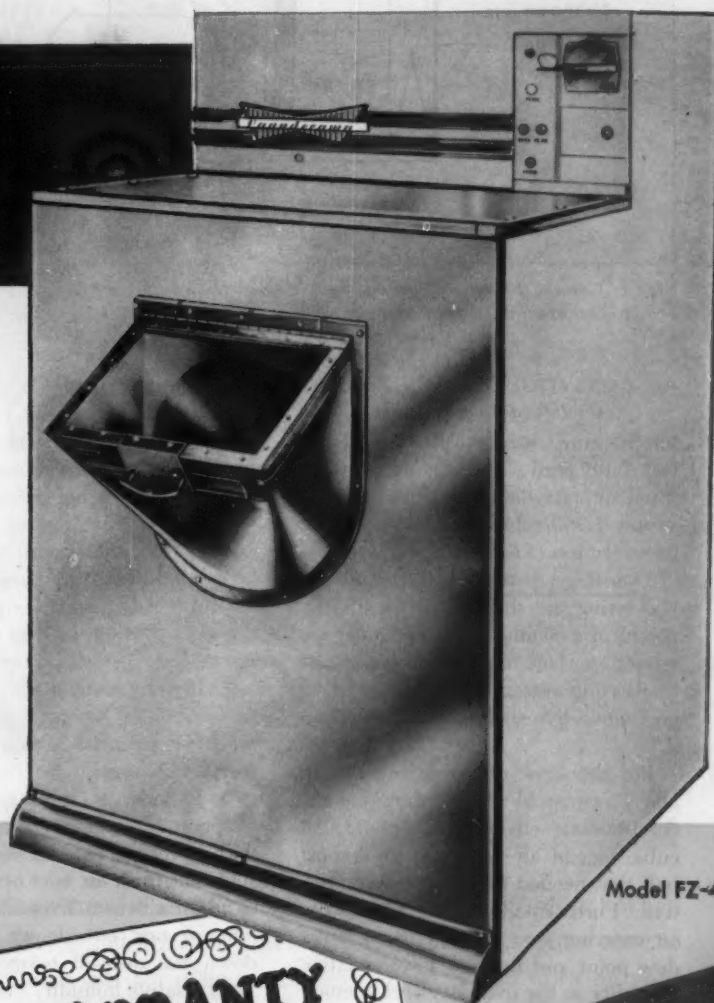
*Write • Wire • Phone  
Today*

for complete details, specifications and  
name of nearest Launderama distributor

# ALL *Competition*

square foot in your laundry stores. In fact, ten Launderamas can do more than twice the work of twenty 9-pound washers — thus giving you a tremendous reduction in space requirements and installation costs.

The tried and location-tested Launderama is absolutely unsurpassed for simplicity of design and function — it uses 30% less utilities and requires 50% less maintenance than most home "commercial" type washers. And because of its extra large capacity and compact design, the Launderama increases your earning potential up to 85% . . . proven by the more than 1,000 Launderamas that have been delivered and installed on locations.



Model FZ-4

- Suds Overflow in Rear of Machine
- Miracle Loading Chute
- Basket Mounted on Flexible Plate
- Low Operating and Utility Costs
- Gravity Drain or (optional) King Size Pump
- Best Available Coin Protection — Dual-Purpose Coin Vault Convertible Instantly to Sealed Collection System
- Belt Driven Shaft



**Zeolux Corp.** 261 MADISON AVENUE • NEW YORK 16, NEW YORK

National Distributor for **JORZEO** Manufacturing Corporation

Devoted Exclusively to the Engineering and Manufacturing of Coin-Operated Laundry Equipment



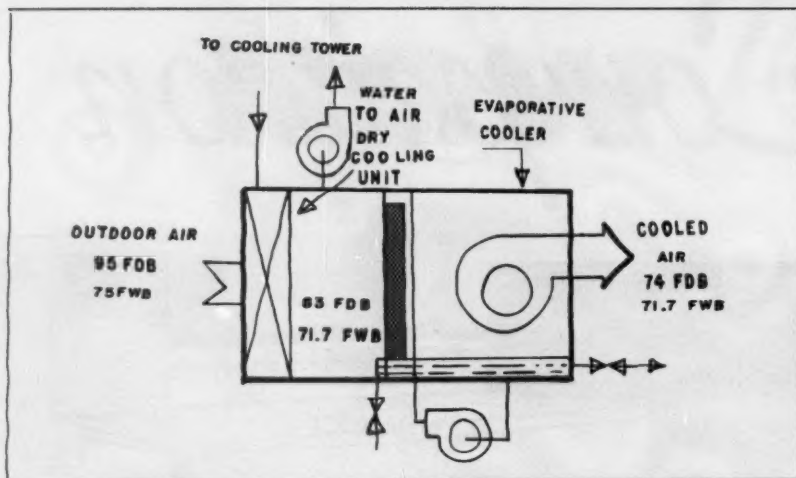


Fig. 2. Cooling tower and water-to-air heat exchanger followed by direct evaporative cooler is an example of two-stage system that cools by evaporative process

#### AIR-CONDITIONED LAUNDRIES

Continued from page 54

temperature, was at 95°F. and the wet bulb read 75°F.—a not too unusual summer day. You would have to supply 1,900 cubic feet of air a minute for every ton of air-conditioning effect.

**Two-stage system:** With this system you wring out the outside air first by means of a cooling tower and a dry extended surface coil. Then you take the wrung-out air and subject it to an evaporative cooling bath. (See Fig. 2.)

For the same air conditions set up above you could achieve the same air-conditioning effect with only 1,050 cubic feet of air in a minute—almost half that needed for the one-stage system. Furthermore, you'll notice the air entering your laundry has a lower dew point and hence a lower relative humidity so the over-all effect is much better. Obviously, this gain has been achieved at a cost. The cost is additional equipment—cooling tower, coil and piping system—to supply the first stage of cooling.

As you can see, the smaller laundry may be able to get away with a one-stage system in which it uses one or more such devices followed up with suitable ductwork to deliver the air. Larger laundries, however, might very well consider the two-stage system.

#### DESIGN PARTICULARS

The least expensive and probably the best way for the laundry to apply evaporative cooling is the so-called spot or zone relief. One expert holds out three basic considerations:

1. Use all outside air and never recirculate in hot weather.

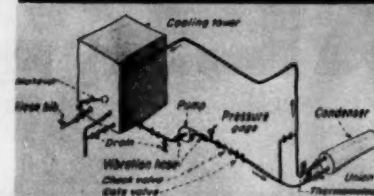
2. Maintain a strong air motion around the people who are to be benefited. Although not scientifically developed, a minimum of 300 f.p.m., ranging to 1,000 f.p.m. under severe heat conditions, has been found successful. Adequately equipped air dampers that permit you to cut down air velocity by 80 percent are essential, thereby extending the system's usefulness to spring, fall and often winter, if room air is recirculated during these seasons.

3. Provide a split system using evaporative cooling in combination with motorized exhaust ventilators and sufficient fresh air inlet openings sized to admit a two- to fivefold greater volume of raw outside air. This holds down the over-all temperature level (and relative humidity) in all areas of an obviously hot operation and sweeps out the spent washed air.

The natural air path should be directed at the waistline from a point near the shoulder. This supply outlet location has been determined by research to be most effective. Workers tend to object to an overhead blast that blows on the head or face. By means of adjustable outlets the worker can, if he so desires, direct any desired part of the air on his head or shoulders. Acceptance of the spot cooling system is directly related to provision for individual adjustment of the air-stream pattern and volume.

Evaporative cooling of laundries and drycleaning establishments requires the same precautions suggested

#### MAINTENANCE MEMOS



#### 8 tips on cooling tower piping

Drawing above shows a cooling tower piping arrangement that's troublefree. Here are eight points to check:

- (1) For minimum pressure loss, keep suction line short.
- (2) Suction-line pipe should be at least one line size larger than the pump connection.
- (3) Eccentric reducer at pump suction avoids air pockets.
- (4) Install strainer in the discharge line (not in suction) so head boost due to sediment collection is on pump discharge.
- (5) Check valve on discharge keeps pump from running backward.
- (6) Valve's bypass is an optional feature. But it's often needed to balance flows.
- (7) Condenser water should enter bottom of condenser to keep tubes filled with water.
- (8) Flexible vibration hoses at pump suction and discharge help eliminate vibration.

above for relief cooling. In spaces with high ceilings, spot cooling is usually employed. Various air flow rates have been used with a minimum of 500 c.f.m. per worker, ranging up to 800 to 1,000 c.f.m. per worker in locations such as Atlanta, Georgia. For adequate air motion around the workers, target velocities of 600 f.p.m. are used with supply velocities of about 1,000 to 1,200 f.p.m. Adjustable supply outlets for control of air quantity and pattern are necessary.

In low-ceiling spaces with relatively high worker population, general space cooling may be in order. In this case, every effort should be made to draw off the heat from heat-producing equipment directly. For example, flat-work ironers should be provided with canopies.

Local ventilation may in part meet the requirement of exhausting the spent washed air delivered to the space. For the rest, mechanical exhaust is preferred to natural exhaust to prevent possible build-up of humidity. □□



## MONEY-SAVING SAVVY!

Know how? Can do? Here's the six that really has it! When it comes to saving real money—in fuel costs, service and upkeep—Chevrolet Thriftmaster engines are the most experienced dollar stretchers on the road. Just put this Chevy economy know-how to work on your toughest schedules and watch your delivery costs shrink!

■ Standard in all light-duty Chevy trucks, famous Thriftmaster sixes power more payloads than any other engine in the business, and there's no substitute for experience like this! It's one basis for Chevy's money-saving savvy—a thrifty way with a dollar that's unequaled in the industry!

The Thriftmaster's saving ways are no accident—they're engineered in. High-efficiency features, like free-breathing valve-in-head design, economy-contoured camshaft and a high 8.25:1 compression ratio, are calculated to squeeze maximum GO from every gallon of low-cost regular-grade fuel.

And fuel saving is only the beginning. The over-the-long-haul balance sheet shows a double-barreled dollars-and-cents benefit—a bonus in durability that keeps your Chevy out on the road saving money, instead of

in the repair shop, costing. Because tough-built Chevrolet Thriftmaster sixes are put together to stay together—to take a beating, and keep costs at rock bottom from delivery to trade-in. See for yourself at your Chevy dealer's. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

With the Thriftmaster Special on the job—teamed with Chevy's built-to-last Step-Van body and chassis—high delivery costs are a thing of the past on busy cleaning or laundry routes. For special requirements, Chevrolet's tough Forward Control chassis are available separately to fit bodies of all leading makers.



# 1960 CHEVROLET STURDI-BILT TRUCKS

CHEVROLET



# NOW...

## for all these fine from washroom

The name in laundry products is Keever-Beach. Consolidation of two of the oldest and most reliable companies in the industry . . . The Keever Starch Company and Beach Soap Company . . . sets a new standard of quality, dependability and service for washroom and finishing products. Ask your distributor about these well known brands and what they will do for you.

- **PRIME SÖHP**—New activated PRIME SÖHP gives you more washing power per pound. Because of the perfect balance of special soaps and high potency Alkali (OH) you use less and get better results.
- **MINISUDZ**—A controlled suds detergent with "Fluorium" a new miracle brightener. Removes all kinds of soil in hard or soft water, eliminates over sudsing . . . brightens all fabrics . . . prevents lime soap scum on materials and washers.
- **HYCON DRY BLEACH**—A double-action stain remover . . . bleaches safely and completely . . . dissolves many stains which other bleaches will not remove.
- **PHOSRITE**—A soap regenerator scientifically adjusted and stabilized. Simply add to your regular formula. Removes lime soap deposits . . . scrubs out dirt . . . softens hard water . . . improves bleaching.
- **ULTRA-LITE**—The fluorescent whitening sour—**ULTRA-BLUE**—The fluorescent blue sour—Both make whites whiter and colors brighter, contain anti-chlorors that remove residual chlorine, are equally high in solubility and neutralizing power, save time by eliminating bluing operation.

*Minisudz, Hycon and Lestare are available  
in packets for coin-ops.*



# one dependable name laundry products... to finish!

- **SATINETTE**—A balanced blend of wheat and corn starch for proper body and a smooth, pliable finish. Satinette never separates or congeals. Cook it once. Use it all.
- **SATINETTE QUICK STARCH**—Requires no mixing or cooking. Just add dry to the wheel. New, easy-to-use Satinette Quick Starch saves time and money.
- **FABRISOF**—New ready-to-use liquid fabric softener. Gives you a soft fluffier finish... prevents materials from sticking on presses... saves money by cutting about 20% off extraction time and about 15% off dry tumbling time.
- **KEEVER STEEL WOOL PADS**—Press Padding... Flan-O-Wool... Flatwork Ironer Padding—Custom made to fit any press or ironer... custom made to do the job for any classification... family work... industrial work.
- **DEPENDABLE SERVICE**—Your Keever-Beach sales-service man is a specialist in laundry operations. He has the knowledge and the every-day experience to handle all washroom and finishing problems. Enlist his aid... he can be a valuable asset to your business.



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THE KEEVER STARCH CO.

COLUMBUS 15, OHIO





## considers . . . **Clean-only service: an untapped market**

OVER THE PAST several months we have been reporting to you about the developments in coin-operated drycleaning equipment. Each passing day brings us closer to this new concept.

Once more plantowners will be confronted with the same problem that faced them when coin-op laundering came into being. And it literally has the industry standing on its ear. No one knows which way to jump. Some will do nothing; others will move too fast and get hurt.

*In our travels the subject inevitably comes up for discussion. Within the past several weeks industry leaders seem to be reaching a sound answer to the problem. That is, that plants should offer a clean-only service to customers, using present equipment.*

The answer is so obvious it has been overlooked to date except by a handful of operators. We are already set up to play it any way the housewife wants to play it. All we have to do is take a cue from the manufacturers of soaps and detergents for the home.

They produce their products in liquid and solid form; or they can be purchased in chips, flakes and granules. They come in little boxes, big and giant sizes, and in all different colors under many names. The firms that make them don't care how the housewife buys the stuff, just so she buys it.

The same thing applies to automobile manufacturers. General Motors and the rest turn out inexpensive, moderately priced and costly cars. The point is, other industries offer their customers and prospects a choice, something we haven't done with drycleaning to date. We have done it with laundry, what with fully finished, semifinished and unfinished flat-fold bundles, to name a few.

Yet with drycleaning, the customer is obliged to buy the whole package. This includes cleaning, spotting, finish-

ing and packaging. She has to pay for the works, whether she wants it or not. The only choice she has is where she can get her cleaning done.

The result is the inevitable split bundle. You now get her better-grade garments, but the run-of-the-mill stuff goes to the cut-price operator. And when coin-operated drycleaning comes into being, that work will be taken there.

In addition, coin-ops will tap a tremendous market of cleanable merchandise that doesn't go to anyone now. This includes housecoats, children's garments, slipcovers, sweaters and casual clothes. It includes gardening apparel and yes, even wash-and-wear items that could be done more easily and better by the professional plant.

This work is there for the asking, if we will only ask for it. If we don't, someone else will, and he will get it—in the coin-op plant.

Certainly there will be a lot of problems in the coin-op. Clogged lint traps and overloads will produce "green" loads, with discomfort and personal danger to the consumer, not to mention high solvent costs for the operator. Lipstick loads are bound to happen. Unless there are some miraculous developments, drycleaning will always be a craft, to be done only by trained professionals.

But in spite of these handicaps that the housewife will face, she will use coin-ops rather than pay the premium for a fully processed garment on specific items. Remember, she will still bring you her regular work. The garments and furnishings of her family and home are very precious to her. These regular items need the complete job. Cleaning them is only the beginning. Spot removal and careful finishing are the important things here.

**There is still time to educate the customer to the advantages of "clean and**

**wear" for her secondary garments and those that do not need spotting and finishing.**

But it will take the combined efforts of all plants to get the idea accepted by the customer. One or two voices in the wilderness will never get the job done, any more than wash-and-wear could have been sold by one or two retail stores in the country.

We can increase the poundage cleaned three times over, without touching our present volume of fully finished drycleaning. With your help, we can make "clean and wear" just as acceptable as "wash and wear" is, without any increase in capital investment.

**If you get into this—and we hope you do—there are certain things to think about. Be sure to offer this service by the piece, not by the pound. And by all means, call it "clean only" or "fluff dry" . . . not "rough dry."**

Selling by the pound and using harsh words like rough-dry give the whole service an ugly connotation. Even though the service will be bought by the housewife for secondary garments, still these are personal, intimate things and she doesn't want them handled in bulk and abused. We have already found out how the customer feels about rough-dry laundry.

**This service, this extra service, to the housewife will further prove to her that we are her ally, working in her best interests. On top of that, our route salesmen and counter girls have two tremendous sales stories. First, that the work will be done by experienced, professional personnel. Second, that the housewife is relieved of the work and the hazards involved in the do-it-yourself setup.**

As we said before, the volume is there for the asking. But you and every other plantowner has a job to do to cash in on this untapped market. □□



## Will she come back?

Women select one coin-op over another for a number of reasons . . . convenience, attractiveness and cleanliness. But their main concern is for clothes washed cleanly and dried safely. They keep coming back to the coin-op that has equipment that works efficiently, does not break down, and is easy to operate. *And Cissell Coin-Meter Dryers belong in that coin-op.* Cissell Dryers with Hi-Lo Temperature Control give the right temperature for any fabric, man-made, wash-n-wear, delicate or regular.

Controls are at eye-level, out of children's reach. Each Cissell Dryer has built-in overload motor operation, overheat protection, fully automatic overcurrent safety controls and other important safeguards. They give *excellent* service, reduce "down-time" in your coin-op laundry. Do you want a laundry that women keep coming back to? Then you want Cissell Coin-Meter Dryers. Want to know more?

That's what your jobber's for!

*Remember, you benefit when you use Cissell equipment . . . your customers do too!*

# CISSELL

**W. M. CISSELL MFG. CO., INC.—LOUISVILLE 1, KY.**

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## Consult Your Jobber





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## METSO- WASHED BUNDLES

Metso basic silicates fully back up your sales presentations. The snowy-whites and bright colors they deliver in every load are essentials for quality. Your customers stay with you because they get the same high quality work, week after week.

Metso basic silicates perform consistently, removing all soil and holding it in suspension until rinsed away.

... All this at the economical price of basic alkalis. Metso silicates are properly balanced active alkali and soluble silica. They make possible a welcomed reduction in cost.



**FOR LOW COST, TOP QUALITY, USE  
THE BASIC SILICATE ALKALIES.**

METSO ANHYDROUS, anhydrous sodium metasilicate  
METSO GRANULAR, sodium metasilicate pentahydrate  
METSO 99, sodium sesquisilicate  
METSO 200, sodium orthosilicate concentrated

**METSO DETERGENTS**



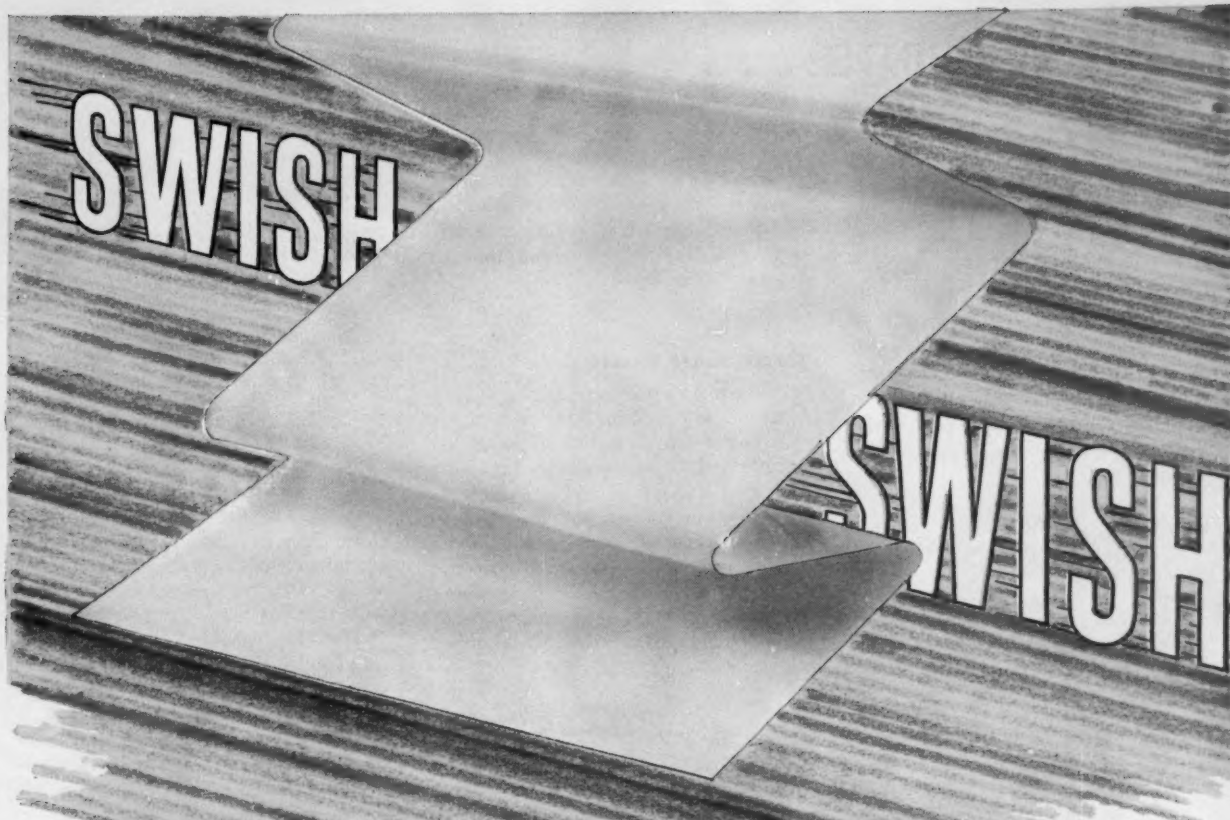
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TRADEMARKS REG. U.S. PAT. OFF.



## Hushed jets of air fold your linens lightning fast

TROY FLEXIMATIC® Air Jet® Folder . . . the one and only folder that handles your linens with care using powerful jets of air.

In comparison with blade folders, TROY FLEXIMATICS . . . and only FLEXIMATICS . . . can provide the lightning fast, positive folding done by hushed jets of air . . . eliminating the clank-and-clatter of outdated mechanical folding.

Only TROY FLEXIMATICS can perform half and quarter folding. Blade folders can make only quarter folds, so all half folding must be done by hand.

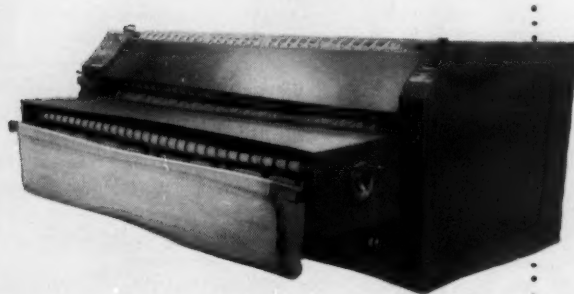
TROY FLEXIMATIC Folding Controllers *automatically* measure linens from towel size to double

bed size, calculate the location of the two folds, and direct the air jet folding. This automatic operation replaces three receivers and folders.

TROY *alone* offers one through six lane folder models so you can perfectly match linen load and folding capacity.

TROY FLEXIMATICS also provide individual lane timing; folding of narrow and wide pieces at random; folding of bib aprons with strings and stacker equipment for small pieces.

Get the complete story on the one and only folder that handles your linens with care using air . . . TROY FLEXIMATIC Air Jet Folder. See your TROY representative or write . . .



**Troy®** LAUNDRY MACHINERY

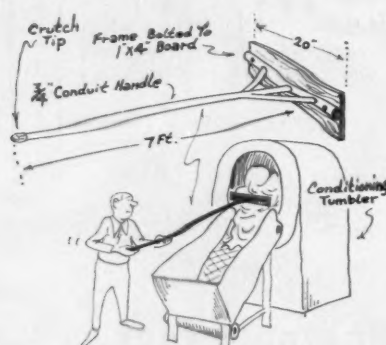
DIVISION OF  
**American Machine and Metals, Inc.**  
DEPT. LJ-660, EAST MOLINE, ILLINOIS

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TROY LAUNDRY MACHINERY • RIEHLE TESTING MACHINES • DE BOTHE-  
ZAT FANS • TOLHURST CENTRIFUGALS • FILTRATION ENGINEERS  
FILTRATION FABRICS • NIAGARA FILTERS • UNITED STATES GAUGE  
RAHM INSTRUMENTS • LAMB ELECTRIC COMPANY • HUNTER SPRING  
COMPANY • GLASER-STEERS CORPORATION

# bellew PRINTS . . . . .

## TUMBLER-LOADING AID

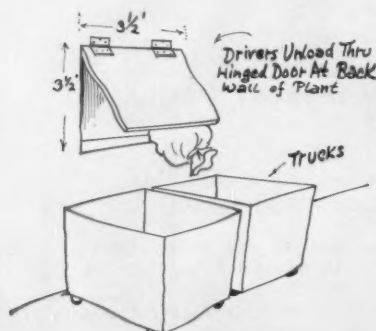
Saw a tumbler man assisting the operation of one of those inclined conveyor belt loaders that was carrying work up into a big conditioning tumbler. Evidently the belt was worn to the point where it wasn't getting a proper grip on the load, because this employee was pushing the work into the tumbler off the top end of the conveyor belt with what appeared to be a rake.



On closer inspection it turned out to be a 7-foot length of  $\frac{3}{4}$ -inch conduit, with a 20-inch length of 1-by-4-inch board across the end. He'd even fitted a crutch tip to the end so it was easier on his hands.

## NO-FREEZE UNLOADING

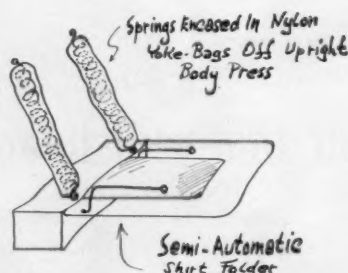
I still have a couple of items from the Excelsior Laundry & Cleaners in Albuquerque, N. M. One is a fast way for the driver (oops! . . . salesmen!) to unload their trucks without letting in a lot of cold air on a winter day. Instead of opening the big back doors and freezing the marking department girls while bringing in a small load, they make use of a small hinged door. Actually I think it used to be a small three or four foot square window, but it's been covered with a



plywood panel with hinges at the top. From the alley the routemen toss the bundles through the opening into any one of a number of trucks that sit against the inside wall.

## FOLDER SOILED SLEEVES

The shirt department began having a lot of do-overs for some reason. It was finally pinpointed to be the coiled springs of a semi-automatic shirt folder of a popular make. Dampness of the room caused lint and dust to build up on these springs, and as the sleeves were flipped about by the folder arms the sleeves were brushing the soiled springs, not every time but often enough to increase the number of go-backs.

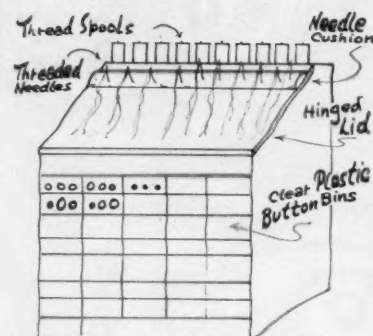


The solution was to enclose the long springs in nylon bags. In fact they used discarded yoke-bags from an upright body-press. No more trouble since.

## REPAIR STATION CABINET

Here's an idea I saw in Sacramento at the Mercury plant. Maybe it will fit into your mending department. It was a repair station cabinet to hold thread and buttons, etc. For one thing it had a sloping top which could be raised to get at patching material etc. Across the top were a dozen thread spools of different colors, and just below these spools was a narrow needle-cushion which extended the width of the cabinet. Threaded needles were positioned in the cushion directly under their own color spools, with the thread laid out down the sloping top.

Best of all, each of the many shades and colors of thread stood out in vivid relief for instant selection by the operators . . . because the sloping top had been painted a flat black. It looked like blackboard slating. Even the needle cushion was made of black

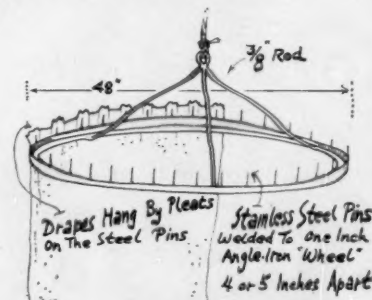


cloth. It was certainly surprising to see how clearly every one of the many shades of the various colors contrasted with that flat black.

The clear plastic button bins that fitted into the front of the cabinet were each partitioned off into three compartments, with a different size button of the same design and color in each compartment. For quick selection the manager had cemented one button from each compartment on the front of the bins.

## DRAPE DRYING WHEELS

For better quality this same operator gives his drapes a five minute steaming in a tumbler to soften the hard wrinkles before he hangs them for an overnight drying, before putting them on his drapery machine.



For speed in getting them hung up for this overnight drying he has built three 'drying wheels'. These 'wheels' are made of one-inch angle iron and are four feet in diameter. Along the top he has welded stainless steel pins which are used on rug cleaner's drying frames. The pins are in an upright position and are spaced about four or five inches apart so the drape pleats can be hooked on them.

As soon as the drapes are hooked on the pins, the wheel is raised to the ceiling and the drapes are out of the way to dry overnight.



*"American's  
new Dyna-Pak is  
the fastest laundry press  
I've ever operated."*

Ben Beck  
Apex Cleaners & Laundry  
Miami, Florida



**NEW!**

**NEW!**

American's new

## **DYNA-PAK**

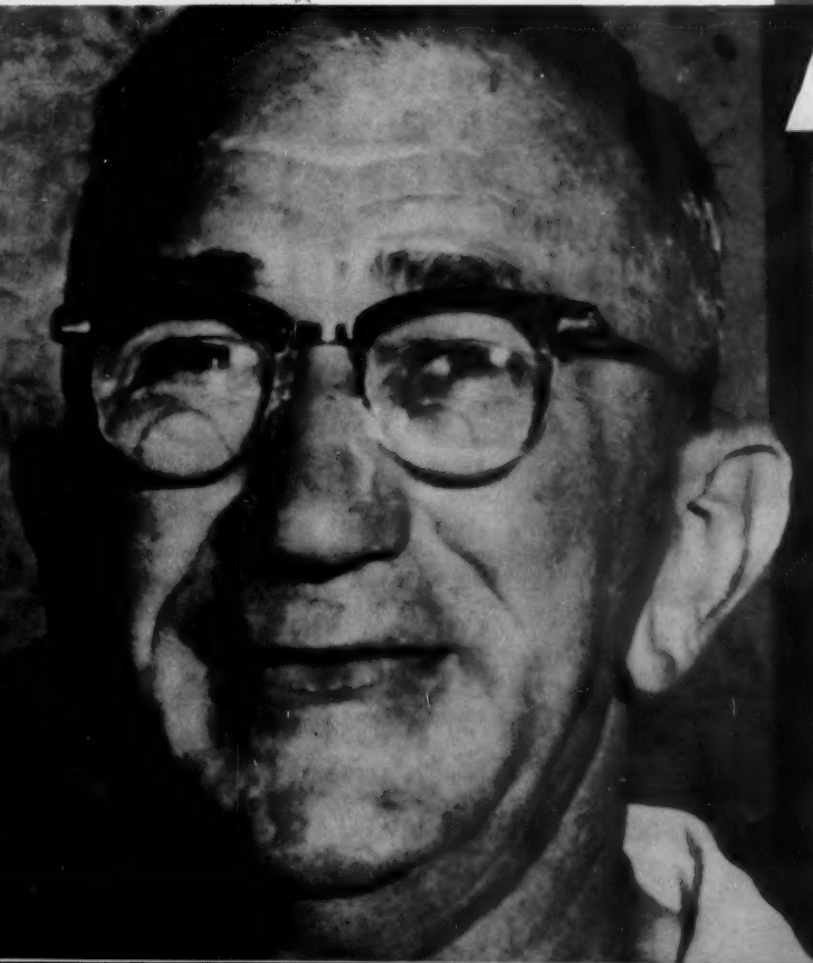
"... and practically noiseless too. My operators are all happy with the ease of operation and the top quality work. Incidentally, we haven't had one moment's down time in over a year."

See for yourself why the all-new Dyna-Pak, featuring our exclusive Sealed Power Unit, is the latest concept in laundry press design. Get all the facts from your nearby American representative, or write for Catalog AK 230-002.

THE AMERICAN LAUNDRY MACHINERY CO., CINCINNATI 12, OHIO

You get more from

**American**



# association ACTIVITIES

## Chicago Laundry Owners Elect

At its 57th annual dinner meeting, the Chicago Laundry Owners Association unanimously elected the following officers:

President, A. A. Brown, Centennial Laundry; vice-president, Robert Study, French Hand Laundry; treasurer, George Varney, Mercantile Laundry Company. Directors: Sol Stone, Rainbow Laundry Company; William Velenga, Monarch Laundry Company; Robert Janssen, Avalon Laundry Company; M. D. Tiersky, South Shore Laundry; John Van Beek, Holiday Laundry; A. F. B. Klein, Antiseptic Laundry; Abe Weinberg, Capitol Laundry; and Edward Kaplan, Montana Laundry, Inc.

Ralph Pettibone continues as executive secretary.

## Layout Kits for Building Or Rearrangement

Now available to members of the American Institute of Laundering is a simple, easy-to-use plant layout kit prepared by the production-engineering department. Priced at \$15, the kit includes a scaled plastic sheet; templates of 300 different pieces of equipment; pen; cutting tool; a variety of tapes to indicate conveyors, walls, obstructions; a grease pencil; a manual on plant layout; an instruction sheet on how to use the kit. Also included is a price list for supplementary individual pieces.

## Fall Laundry School Registration

Enrollment has begun for the 1960 Fall School of Laundry Management conducted by the American Institute of Laundering at Joliet, Illinois, September 12 to November 4. The course is divided into four two-week sessions: Sales and Advertising, September 12-23; Management, September 26-October 7; Identification and Washing, October 10-21; Laundry Finishing, October 24-November 4.

The students may take the entire eight-week course (tuition \$350) or any of the two-week courses (\$100 each). Classes are open to plantowners, managers, supervisors and other key employees of both laundries and allied trades firms.

## Florida Offers Management Scholarships

The Florida Institute of Laundering and Cleaning has set up two educational scholarships which will be given away at the 1960 state convention to be held at the Fontainebleau Hotel, Miami Beach, June 24-26.

★ One award will pay \$100 toward tuition expenses for one person for the eight-week American Institute of Laundering's 1960 Fall Laundry Management School, September 12-November 4 (total tuition: \$350).

★ The other award will pay \$100 toward tuition expenses for one person for the 12-week National Institute of Drycleaning's 1960 Fall General Course, September 26-December 16 (total tuition: \$350).

Any FILAC member may submit the name of one employee for each of the awards. The winners will be determined at a drawing during the business session the final day of the convention.

## NIDS Announces Regional Meeting Dates

The National Institute of Diaper Services has released the following schedule of Regional Conferences for its members:

September 16-17 Western—Denver, Colorado

September 23-24 Midwestern—Fort Wayne, Indiana

October 7-8 Northeastern—Boston, Massachusetts

October 29-30 Southeastern—Hampton, Virginia

November 12-13 Midsouth—Hot Springs, Arkansas

*Note:* The NIDS has united with the Diaper Service Institute of America to form a new national trade association under the banner Diaper Service Industry Association. The new association represents the entire diaper service industry and will conduct its public relations and promotion program.

But while the Diaper Service Institute of America has been disbanded, NIDS will continue to function as an independent management group. It will serve members who are noncompetitive in the communities served by each of its members.

## 24 IDEAS ON LINEN CONTROL

Continued from page 25

items abused or used too heavily. Have bundling department fill with seconds. Grading to be done at ironer by folder.

12. Spot-check counting-in department each day or each week and keep a record. Review with counters regularly.

13. Keep accurate customer stock records in the office.

14. When making inventories, or stocking a new account, use the table of giving initial stock to customers as a guide for amount of stock to leave.

15. For customers requiring special non-standard linen, set up pricing method on a stock record basis.

16. When customers refuse to give up stock to inventory man, he should make out "hold-out" names and deduct from next bundle.

17. As a guide for order desk, refer to Page 16 of "Linen Conservation Ideas"\* in checking type of order.

18. Consider office making up linen expense percentage for each item served.  $\text{Number of good pieces} \times \text{average service price} = \text{net income}$ .  $\frac{\text{Actual pieces replaced} \times \text{unit cost}}{\text{total replacement cost}} = \text{Total replacement cost} \times 100, \text{divided by net income} = \text{linen expense percentage}$ .

Analysis can then be made if rental price is too low or if cost of linen purchased is too high, as well as actual replacement for each item.

19. Use Linen Supply Association leaflets and stuffers on linen conservation at regular intervals.

20. Buy serging machine — hem torn pink dusters, dish towels, continuous towels; convert towels to dusters.

21. Give each routeman and salesman a copy of "Linen Conservation by Routemen."\* Hold classes with them and discuss portions of the book.

22. Show "A Night Out With Harry"\* film strip to all employees.

23. Discuss "Linen Conservation Ideas"\* book with supervisors every three months in a class.

24. With a definite and continuing conservation program, your definite objectives can be reached. □□

\*Available to members of the Linen Supply Association of America, Chicago, Illinois.

**Button up your shirt business...** by using any one of our quality bleaches. Whether it's Ad-Dri (just add it dry from the drum), HTH Granular (to make your own stock solution) or HTH Soda Bleach Mix (it's pre-mixed to perfection)...any one will give you consistent bleaching action. White shirts come out whiter, difficult stains disappear. And, with an Olin Mathieson bleach, there's less tensile strength loss. That means longer fabric life, happy customers, better business. Write for literature. HTH®, AD-DRI® are trademarks

*all bleaching problems*

*dissolve with...*

**AD-DRI Bleach**

**HTH Granular Bleach**

**HTH Soda Bleach Mix**

OLIN MATHIESON CHEMICAL CORPORATION  
Chemicals Division • Baltimore 3, Maryland





# 7 CUSTOMER-WINNING REASONS Why More and More Quality Laundries are switching to CROWN LAUNDRY STARCH

*Put these big profit-making  
features to work for you, too!*

1. 5-minute cooking time
2. Non-congealing
3. Bluing added
4. Doesn't mask colors
5. Scientifically lubricated
6. Contains Sta-Fresh freshener
7. Economical

When you improve the quality of your starching, more satisfied customers and bigger profits are bound to follow. And that's exactly what happens when you use Crown, the economical 5-ounce laundry starch.

Easy to prepare, easy to handle, easy to use—non-congealing Crown maintains an even fluid consistency—without thickening or lumping. Penetrates fabrics quickly, evenly—and never masks colors. Even delicate pastels remain bright. And Crown gives a smoother, superior finish with no smears or highlights.

As an additional customer-pleasing feature, Crown contains Sta-Fresh, the wonder-ingredient that

makes finished laundry smell "sunshine-fresh." And Crown is more economical from a production standpoint—actually saves you money compared to the cost of using an 8-ounce starch. For you can starch up to 5 shirts for the cost of only 3.

Another bonus feature is Crown's unsurpassed versatility. It lets you starch from light to heavy to satisfy the individual requirements of even your most demanding customers.

Get all the facts on this customer-winning starch, and you'll see why more and more alert laundrymen are changing to Crown. For complete information, see your Staley Distributor or write to:

**A. E. STALEY MFG. CO., DECATUR, ILL.**  
Branch Offices: Atlanta • Boston • Chicago • Cleveland • Kansas City  
New York • Philadelphia • San Francisco • St. Louis

  
**CROWN®**

**LAUNDRY  
STARCH**

*POLLY PRIM—from page 27*

garments down to the twin pickup booths at the rear of the driveway on conveyors. The customer, who in the meantime has moved his car to the rear booth, picks up his belongings, pays the charges and is on his way out through a side driveway.

If a customer should have a technical question that cannot be answered by the attendants, he is asked to pull into the open center lane and Horace Carver, sales manager, comes out of

the plant to confer with him. Everything is geared to move the cars through as quickly as possible, an important consideration for commuter customers.

Pre-opening promotion involved various media. During the week before the opening, small teaser ads were scattered through the local newspapers. The ad merely had a drawing of a tulip and the copy: "everything's coming up tulips April 22." These were followed by a three-quarter page ad on the day of the opening featuring

a photograph of Miss Polly Prim in costume.

Radio, too, came in for a major share of the fanfare. A special, professionally composed musical jingle—the tune patterned after an old Dutch folk song—highlighted 20-second spots that were used 40 times a day on each of four local stations, a total of 240 radio spots per week used before and after the opening for a month. These will be cut back to about 20 spots a day between two stations and will plug various services offered by Polly Prim. Direct mail and bundle inserts completed the opening barrage.

Aside from the original purchase investment, about \$7,000 was spent on sprucing up the exterior. In addition, various inside production changes were effected. Before the official opening, approximately 4 percent of total sales was being spent on advertising. The opening promotion ran to some \$2,500 and at least 5 percent will be budgeted for future promotion.

A variety of unusual advertising gimmicks is now in the planning stage. One involves the use of perfumed bundle inserts to provide "smell appeal." Another idea is the future use of a Polly Prim-shaped candy sucker. When a car pulls up and the attendant sees a child with the driver she will note this on the inscribing machine and a lollipop will be sent out.

Mr. Kendall has also arranged for the purchase of a hitherto unnamed tulip from the Luther Burbank company in Chicago which will be called the Polly Prim tulip. These bulbs will be packaged and distributed to the ladies in August.

These activities have been relied upon to turn a hitherto failing operation into a successful business, but the proof of the pudding is in the eating. In dollars and cents, what has been accomplished thus far?

According to Mr. Kendall, total sales for April 1960 are up 19.46 percent over the same month a year ago. Drycleaning sales for the same comparative months have increased by 24.41 percent. The first four months of 1960 have witnessed an increase of 18.49 percent in total sales over the January-April period of 1959.

It's obvious that the fresh approach of new management has pumped new life into this Alexandria operation. Polly Prim seems to be headed in the right direction and it certainly bears watching for future results. □□

# NOT ONLY NEXT TO GODLINESS— IT'S GOOD BUSINESS, TOO

## A Jab by Poke

Having just returned from a recent trip, I was struck, as usual, by the comparison of housekeeping methods in the plants I visited.

Many times during the years I have prowled through laundry plants, both as an industrial engineer and an equipment manufacturer, I have commented upon the wasted effort, energy, and time where there was not proper attention given to good order and good housekeeping.

Employees cannot operate efficiently in a room cluttered or crowded with abandoned equipment, worn out containers, junk, disorderly piles of work in process, improperly and inefficiently placed equipment and lack of provision for fast and orderly movement of materials throughout the plant. An orderly plant, streamlined for



M. A. Pocock

maximum efficiency—time and energy saving, makes for orderly, efficient work, cuts losses due to customer complaints and raises the whole tone and quality of operation.

Good housekeeping is the first step, the foundation of good management. Without it a laundry manager can hardly know where his faults and deficiencies are.

A spic and span plant, with a minimum of waste in time and effort implies spic and span work and product.

And in the wake of spic and span operation—good housekeeping—follows the up-to-date equipment that the modern laundryman, like the modern housewife, comes to realize is essential for efficient operation under modern conditions.

And, of course, an attractive, well-organized plant helps to attract and retain the highest quality of employee.

*M. A. (Poke) Pocock*



## Modernize for PROFIT With a SAGER

### A West Coast Laundryowner Writes:

"Our Spreader has been in use about 12 years and has saved more per dollar invested than any equipment we have ever had."

### A New England Laundryowner Writes:

"We feel that it is the best purchase from every standpoint that we have ever made in over 70 years of business."

## More Sheets— Fewer Operators

With a SAGER Spreader, one girl does the work of two or more hand shakers and does it easier and faster. With a SAGER "B," you can handle up to 3,000 sheets and spreads per day. Above that quantity, you probably need a SAGER "A."

## Reduces Labor Turnover

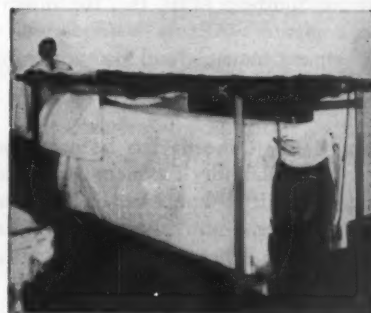
No more back-breaking lifting and nerve-racking hand work. Your SAGER operators like their jobs and stay on them. You know what this means to your social security accounting, as well as to general efficiency.

## No Price Increase!

In spite of greatly increased manufacturing costs, the selling prices of SAGER SPREADERS have not been raised. The tremendous increase in SAGER sales volume has made this possible.

## ★ Write For Full Facts

If yours is a laundry handling 1,200 or more sheets and spreads per day, you can't afford to be without a SAGER Spreader in these times of high labor and tough competition. Write today for details and the names of progressive laundries all over the world which have reduced their flatwork ironing costs from 40% to 60% with these labor saving machines. But write us only if your sheet and spread production is 1,200 or more daily.



View of Sager B Spreader. Handles 1,200 to 3,000 sheets and spreads per day

Please send us full facts about your labor-saving Sager Spreaders.

**M. A. Pocock**

1236 Central Ave., N. E.  
Minneapolis 13, Minnesota

Firm \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Print your name \_\_\_\_\_

# ALLIED trade NEWS



PAUL V. WARREN



PAUL J. ELLIS



JACK A. SKELTON



JOHN HENRY OSBORNE

**Paul V. Warren** was reelected chairman and chief executive officer of R. R. Street & Co. Inc. at its 84th annual meeting, held recently in Chicago.

Other officers elected are: J. L. Mayberry, president and treasurer; C. B. Kasson, senior vice-president; E. J. Heidersbach, vice-president, sales; I. R. Ballinger, secretary and assistant treasurer; C. E. Stauffer, assistant secretary.

**Whitehouse Nylon Products**, Brooklyn, N. Y., has appointed Paul J. Ellis national sales manager.

Herbert A. Davis has joined the company's development department. He is credited for the first knitted laundry net and the first pinning top net.

**Jack A. Skelton** has been named Eastern sales representative for Southern Mills, Inc. He formerly served 10 years at the company's Atlanta headquarters where he was plant department manager and in charge of new product development.

**John Henry Osborne** has been appointed field sales manager of the Laundry Products Department, Cowles Chemical Company. Mr. Osborne has had 15 years experience in sales and managerial posts with allied trades firms. He will work with the five divisional sales managers on the promotion and sale of Cowles laundry products.

**John Nicol II**, president of Detroit Divco Truck Sales, Inc., and Chuck Hanning, manager of the firm's new outlet at 2207 Lincolnway West, Mishawaka, Ind., recently opened the new subsidiary.

The new outlet will serve Divco owners in Mishawaka, South Bend, Elkhart, Fort Wayne, Michigan City, Benton Harbor, Sturgis, St. Joseph and Coldwater.

**J. N. Bauman**, president of The White Motor Company, has been named chief executive. This position was previously held by Robert F. Black, chairman of the board for the past 25 years. Mr. Black will continue as board chairman.

**Hoyt Manufacturing (Canada) Ltd.** has completed arrangements with Per Corporation, Orange, N. J., to manufacture and distribute the combination filter-still-cooker-cooler made by Per, for Canada, the United Kingdom and Colonies and the European market. Production of the unit, to be known in Canada as Hoyt-Per, has begun at Hoyt's Toronto plant.



**Excelsior Machinery Co.**, Detroit, has been franchised as a distributor of Maytag coin-operated laundry appliances in Michigan, exclusive of the Upper Peninsula.

Shown at the franchise signing are, left to right: W. B. Caplan, Excelsior's president; Ivan Ingersoll, Maytag's commercial laundry sales coordinator; Alfred S. Shevin, Excelsior treasurer, and Dwight Stanfield, commercial laundry sales assistant at Maytag.

**Railex Corp.**, Brooklyn, N. Y., has appointed Rodin Bros. exclusive distributors for the state of Illinois of its complete line of call-office conveyors.

**William Arnold** of Cowles Chemical Company has been elected president of ALTA, New England's Allied Laundry Trades Association.

Others elected are: Larry Harvey of Carmen-Mitchell-





# CLINTON 5-L STARCH

**brings in the  
bundle along with  
his shirts**

**(Brings you *Petal-Smooth*  
results at lower cost)**

Starch shirts right, and they stimulate extra business. "Right" means with Clinton 5-L . . . the thrifty all-purpose starch for shirts, linens, aprons, wash dresses and other family bundle work. Clinton 5-L needs no costly additives. Just vary its concentration. This gives you a *petal-smooth* finish and correct body over a wide range of fabrics. Yet, Clinton 5-L costs less to buy—less to use. It's so carefully formulated every batch is uniformly excellent, waste-free. Cooks in 10 minutes after bringing to a rolling boil. Never builds up on presses or flatwork ironers, either. For fast, efficient family bundle production, nothing beats Clinton 5-L Starch. Try a sample on us.

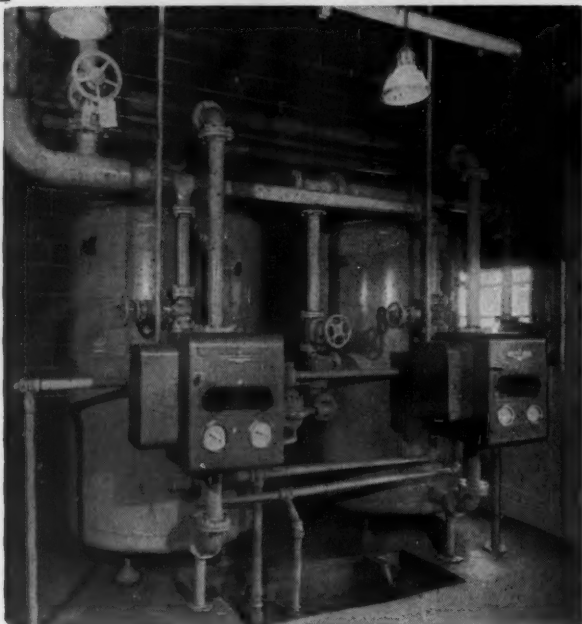
**CLINTON**

**MAY WE HELP?** Our Technical Service Division will gladly advise on specific problems. Just write.

**CLINTON CORN PROCESSING CO., CLINTON, IOWA**

**MORE THAN 4,000 LAUNDRIES\***  
USE

## **INVERSAND ZEOLITE WATER SOFTENERS!**



### *Here's Why . . .*

- Over 200 sizes—one for every flow and capacity
- Manual or automatic operation
- Single or multiple units
- Your selection of six different zeolites
- Unequalled field service
- Prices and terms to suit most budgets

*\* Suitable for both commercial and institutional laundries. Send for Bulletins giving full details—or ask to have Representative call without obligation. Specialists for 50 years in the economical over-hauling, rebuilding, and modernizing of all makes of water softeners.*



**HUNGERFORD & TERRY, INC.**

CLAYTON S. N. J.

### *Key to bigger family laundry sales*

You've read about it. It's the answer to today's profit squeeze. Get the full story from The Key-Tag Checking System Co., 6509 Hough Ave., Cleveland 3, Ohio.

- ★ 1-DAY SERVICE
- ★ LOWER LABOR COST
- ★ NO ERRORS

**THE KEY-TAG  
LOT CONTROL SYSTEM**

Wing, vice-president; Al Sostilio of Super Products, secretary; and James Griffith, Norge Sales Corporation, treasurer.

**Whitehouse Products, Inc.**, has announced the election of Horace O. Westmen as a director and chairman of the company's finance committee. Mr. Westmen recently retired as vice-president of The First National City Bank of New York.

**Almore Dye House**, Chicago, has added a new service—flameproofing. Almore states that the method used is approved by fire departments and meets legal requirements of most city statutes.



LEWIS S. LIST



W. R. FILES

**Lew S. List**, manager of the Air Appliance Division of Hoffman International Corporation, has been appointed vice-president. Mr. List joined the company 10 years ago as a junior engineer.

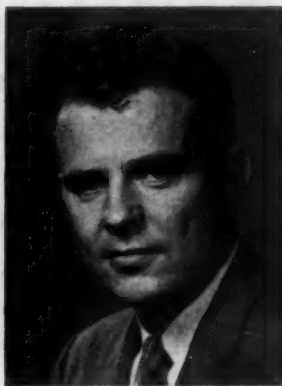
**W. R. Files** has been appointed manager of the new South-eastern division office of Ludell Manufacturing Company of Milwaukee. He will be working with the Greensboro and Gastonia offices of Kincaid Engineering Company, representing Ludell in the Carolinas and southern Virginia; A. C. Brown Company, Chattanooga; and G. K. Moss Company of Birmingham.

**Ridson Manufacturing Co.**, Naugatuck, Conn., has appointed Carl A. Blesch sales agent for the company's line

of laundry and drycleaning supplies in Wisconsin, Iowa, Minnesota, Nebraska, North and South Dakota. His headquarters will be at Fox Point, Wis.



J. E. QUEST



ROBERT M. KELLY

**J. E. Quest** has been elected president and chief executive officer of the Unipress Company and Midland Laundry Equipment Company. He succeeds Ira C. Maxwell, who resigned several months ago after having been in an executive position with the company for over 20 years.

**Robert M. Kelly** has been appointed national service manager for the Prosperity Company, Syracuse, N. Y. Mr. Kelly has been with the company for the past 13 years. In his new capacity, he will direct operations of Prosperity service, parts and demonstration departments in the United States and Canada.

**Fulton Boiler Works**, Pulaski, N. Y., has appointed the M. G. Murray Supply Company of St. Petersburg, Fla., its representative in Tampa, St. Petersburg and surrounding areas.

**Diamond Merit Scholarships** have been won by high school seniors Michael Stephen Pallak of Painesville, Ohio, and Clifford Joseph Fredricks of Cincinnati. The scholarships are given by the Diamond Alkali Company, Cleveland, in conjunction with the National Merit Scholarship Corporation which sponsors the nationwide competition.



The Ajax Pressing Machine Co. annual "Oscar" award for 1959 has been presented to Herman Levine of Sterling Equipment Corporation, Philadelphia. The award is in recognition of outstanding performance and dealer excellence.

Shown at the presentation are (left to right): George Strike of Ajax, Herman Levine, Nicholas and John Strike of Ajax.

## AWAY GOES YOUR APRON PROBLEM!

- No more wrinkling
- No more slippage
- No continual tightening

with THE

# ZEIDLER

## APRON "SUR-DRIVE" for Flatwork Ironers

No matter how many "miles" of flatwork, your Zeidler "Sur-Drive" will avoid wrinkling and slipping . . . will eliminate the re-tightening that shortens apron life!

The "Sur-Drive" is a spiral wound material having a special "pebble finish." It is easily installed by your own engineer on both upper and lower drive rolls. The pebble finish assures true-tracking of both aprons—in fact, we guarantee both aprons will track together!

"Sur-Drive" is supplied in lengths to fit all standard apron drive rolls. Order enough for all your ironers now!

### FEED RIBBON "SUR-DRIVE" FOR LONGER RIBBON LIFE AT LOWER COST

A special rubber material which is cemented to ribbon drive roll and prevents slippage of Feed Ribbons, thereby eliminating wrinkles that slipping ribbons cause. Used and endorsed by scores of leading laundries. Furnished in complete kit, ready for easy installation by your engineers. Write for price.

### GET FULL DETAILS ON THE "ZEIDLER" LINE

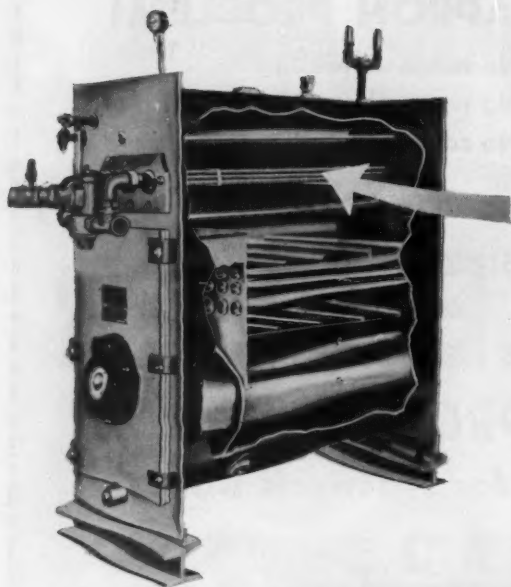
- "Duro" Spring Pads for Laundry Presses (including Cabinet Types)
- Stripping and Guide Device for Ironers
- Steel Spring Cushions for Chest-Type Ironer Rolls
- Doffer Rolls
- "Perma" Spring Pads for Dry-cleaning Presses

## ZEIDLER MANUFACTURING COMPANY

633 CONCORD AVENUE  
MAMARONECK, N. Y.



# Rust Free HOT WATER



**NATCO is UNCONDITIONALLY GUARANTEED** that it can never cause rusty wash water.

## Here is positive proof why:

Wash water flows only through copper heat exchanger.

NATCO is indirect-fired, guaranteeing years of troublefree operation.

Extra large built-in heat reserve, eliminates rusty storage tanks.

Positive temperature control of wash water at all times.

Thousands in continuous use since 1946.

**NATIONAL COMBUSTION CO.**

101-06 43 AVENUE

CORONA 68, NEW YORK



are made  
specially  
for YOU!

**FREE** Get the new Enduro Catalogue listing many products specially formulated or designed to meet the particular needs of the laundry and dry cleaning industry . . . as well as outstandingly superior products for every-day operations.

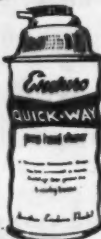
**QUICK-WAY**  
press head cleaner

JUST ONE OF THE  
MANY EXCLUSIVE  
ENDURO PRODUCTS

INTRODUCTORY  
OFFER

**205**  
DEL'D.

COSTS ONLY  
TWO CENTS  
PER PRESS  
APPLICATION



KEEPS LAUNDRY AND DRY CLEANING  
PRESS HEADS SHINING CLEAN  
AND SMOOTHLY LUBRICATED

**BETTER PRODUCTION**

• End delays and press shutdowns

**IMPROVED FINISHING**

• Stops starch and grime build-up

**REDUCED COSTS**

• Can be used on hot or cold heads

**PREVENTS STAINING OF METAL**

For more economical and efficient plant operation write today:  
**AURORA MANUFACTURING CORP.**  
DEPT. L, 74 WYTHE AVE. • BROOKLYN 11, N. Y. • EV. 8-4281

## NEWS ABOUT people CANADA

Farina Laundry, 2055 Dundas, Vancouver, B. C., owned by Ken Farina, was damaged by fire recently, with an estimated loss of \$50,000.

Frank Borten is the new plant manager of Superior Laundry & Cleaners Ltd., Prince George, B. C.

Kootenay (B. C.) Laundry and Dry Cleaners has completed renovation of its premises, expanding into new offices in the same building.

## WEST

Modern Laundry, located on E. 66, Elk City, Okla., has been opened by Willie Rogers.

C. A. Thomas has opened a laundry at 817 W. Kenosha, Broken Arrow, Okla. During the months of April and May, the owner donated some of

his proceeds to the Broken Arrow Youth Center project.

Burlingame (Calif.) Laundry has been opened at 1220 Broadway by J. H. McAllister, operator of a similar establishment at 144 Park Blvd., Millbrae.

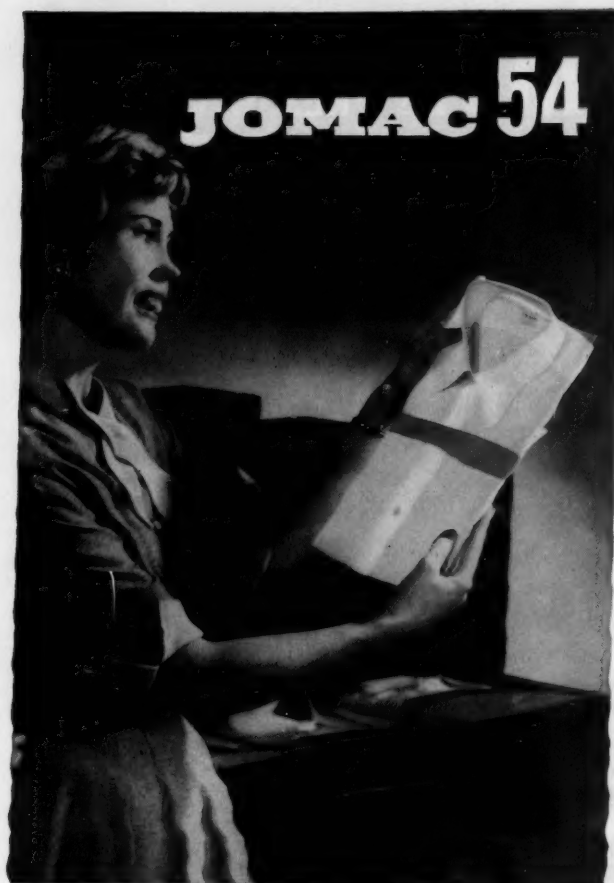
## NORTHWEST

Grants Pass (Ore.) Laundry and Dry Cleaning has completed a large addition to its building. The firm also owns Pacific Linen and Industrial Supply Co.

Mr. and Mrs. F. H. Cottrell have leased property in Redmond, Ore., for the establishment of a laundry.

Nancy LeCaptain and Martha Forsyth have opened Infant Laundry, Inc., a diaper service, at 1214 12th St., W., Billings, Mont.

Ferry Street Coin-Matic Laundry, owned by Lyall and



# JOMAC 54

**keeps them smiling—and coming back for more!**

Your customers may not know why you turn out a better job, but one of the big answers is Jomac 54. On your body presses and collar-and-cuff machines, its long-wearing loop-pile fabric gives free passage to steam and hot air. That, plus its scorch resistance, absorbency and resilience, means an outstanding job—one to bring customers back time after time.

Users report that Jomac 54 cuts downtime 75% . . . reduces press padding costs from 25 to 40%. There are no broken buttons, no CROW'S-Feet, no wrinkles. No wonder smart laundry operators swear by it! Get Jomac 54 Press Padding from your nearest laundry distributor. Write for his name and address. Jomac, Inc., Dept. 1, Philadelphia 38, Pa.

24-K Press Padding and Jomac 33 also available



NO BROKEN  
BUTTONS



NO CROW'S-Feet



NO WRINKLES

# JOMAC 54

**PRESS PADDING**

Ann Bolton, was opened recently at 1255 Ferry St., S. E., Salem, Ore. The new laundry is an addition to the Ferry Street Fast Service Laundry.

## NORTH CENTRAL

Globe Laundry and Dry Cleaning, Manitowoc, Wis., recently completed installation of two-way radios in its four trucks. Robert J. Lee, general manager, stated that the dry-cleaning department is being almost completely revamped.

Pilgrim Laundry & Cleaners, 2179 Illinois, N., Indianapolis, Ind., has added a storage vault.

E. Helland has established a laundry at 422 Wisconsin St., Sparta, Wis., formerly occupied by Dave's Laundry and Dry Cleaners.

Tom and Carl Schoonover and Lloyd Johnson have opened Cornell (Wis.) Laundry on Main St.

Mrs. Sara Gordon has opened a laundry at 205 N. State, Waseca, Minn.

Mr. and Mrs. Richard Vandenberg have opened their new laundry in Pipestone, Minn.

Superior Laundry and Towel Supply Co., 1901 Western Ave., Cincinnati, Ohio, was heavily damaged by a two-alarm fire recently.

Kaiser Laundry Co., 36 E. Second St., Xenia, Ohio, has added a storage vault.

Fairfax (Mo.) Laundry has been opened by Wayne Jones.

Ajax Laundry & Cleaners, 403 W. Main St., Collinsville, Ill., was damaged by fire recently, when a cigarette in a pile of soiled laundry apparently touched off a two-hour blaze.

Excelsior Laundry, Walnut Hills Laundry and American Linen Supply, Cincinnati, Ohio, were among the award

# 5

EXCLUSIVE ON C/L WASHERS

# YEAR

# GUARANTEE

on the sturdy, arc-welded

## C/L Stainless Steel Cylinder

\* One of 6 exclusive C/L features, each patented or patent pending, and each guaranteed for 5 years! At the critical spots where ordinary washers customarily break down, C/L guarantees 5 trouble-free years!

WRITE, WIRE OR PHONE FOR FULL C/L STORY

**CUMMINGS - LANDAU**  
Laundry Machinery Co., Inc.

305-317 Ten Eyck St. Brooklyn 6, N. Y.

HYacinth 7-1616



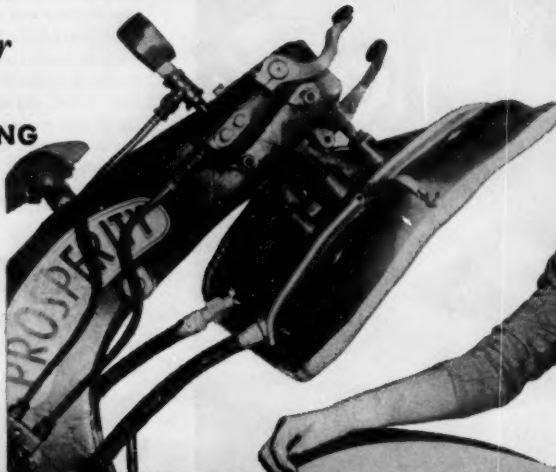
# Bulldog KOMBI® ALL-IN-ONE PRESSING UNIT

You get the finest of heat cured foam rubber, Virgin fiberglass insulation and a tough, durable, long lasting U. S. Royal Asbestall cover COMBINED in this newest Bulldog pressing unit . . . for less than the cost of ordinary cotton pads and cover. No lumps, no bumps, no hard spots, Bulldog KOMBI is

*Ringed With Steel for  
Attaching Springs*

**HEAVY NYLON DRAW STRING**

We've drawn upon our years of experience manufacturing top quality pressing pads to develop this new KOMBI unit. Intensive research and months of practical use prove it to be all that could be asked for ideal pressing conditions and quality production. Ask your jobber or write us for further information on this fully guaranteed unit.



*On in Minutes—  
It Lasts for Months!*

**X. S. SMITH, INC.**  
RED BANK • NEW JERSEY

winners in the 1959 interfleet safety contest announced recently by the Greater Cincinnati Safety Council.

Harold Haenel is the manager of Augusta (Wis.) Laundry, opened recently on Main St.

## EAST

Little Falls (N. J.) Laundry was host to a delegation of 60 members and guests of the Paterson Chapter of the National Association of Accountants recently. The group was conducted on an educational tour of the plant. Nicholas, Samuel and George N. Vander May, Robert V. Archibald and Russell Van Tatenhove are partners in the firm.

Nu-Crystal Laundry, 1800 Delaware Ave., North Wildwood, N. J., which was completely destroyed by fire last September, is again operating in a new plant at its old site. The firm is owned by Jim and Mickey McCann, brothers.

Star Laundry and Dry Cleaning Co., York, Pa., was wrecked by a two-alarm fire recently.

American Washing Co. laundry plant on James St., Paterson, N. J., was struck by lightning recently, setting off a \$75,000 fire.

Majestic Laundry Co. and Central Coat, Apron and Linen Service, 63 Lock St., New Haven, Conn., owned by Emanuel and Jerome Gratenstein, has been merged with American Linen Supply Co. of Buffalo, N. Y. The merger also involves companies operated by the Gratensteins in other Connecticut and western Massachusetts communities. John Bava, formerly stationed at American in Buffalo, will be general manager of the merged companies.

Benjamin W. Scheacter has been appointed manager of Consolidated Diaper Service, 115 S. Terrace Ave., Mount Vernon, N. Y., replacing the late Harry Bromberg. Mr.

Scheacter had previously served as manager of the Lackawanna Linen Division of Consolidated Laundries Corp. in Neptune, N. J. Herman Berger, who has been with Consolidated since 1935 in several capacities of its linen supply division in New York, has been appointed to succeed Mr. Scheacter in Neptune. Consolidated Laundries Corp. of New York City is the parent organization of the diaper service.

## SOUTH

L. B. Jackson and R. H. Edney have received a building permit for a \$175,000 laundry to be erected at the corner of Loudon Ave. and Floyd Dr., Lexington, Ky.

George Newbern has established Ahoskie (N. C.) Laundry in the Roanoke-Chowan Shopping Center.

Dan F. Chitwood, president of Cherokee Laundry &

Cleaners, Louisville, Ky., has announced plans for a pickup station on Valley Station Rd. near Dixie Highway. Another pickup station will be built on Preston Highway, north of Indian Trail.

W. Ryder Jones, vice-president and manager of Sunshine Laundry Co., Salisbury, Md., was presented with this year's award certificate of the Salisbury Chamber of Commerce for outstanding service.

Sanitary Laundry and Dry Cleaners, 625 N. Broadway, Knoxville, Tenn., has opened a unit in Plantation Hills. V. R. Irion is secretary and general manager of the firm.

City Laundry & Cleaners has moved its custom drapery department from 812 S. Gallatin St. to 509 Cooper Rd., Jackson, Miss.

Benny Bumgarner was seriously injured recently when a hot water tank exploded at Overcash Laundry, Dudley



\* The illustration below is part of a new poster offered to coin store operators

**CAN  
CUSTOMERS  
IN YOUR  
COIN-OP STORE  
SAY THIS?**

*They* **CAN IF  
YOU ARE USING  
BOCK  
EXTRACTORS**



Customer time saving, better service with extra conveniences make the Bock Extractor equipped Coin-Op the most popular store with most women. With a Bock Extractor, you not only promote a faster, whiter wash but you increase profit volume substantially. A Bock is always busy, so it soon pays for itself by added revenue . . . using no heat, it's

economical to operate too!

Remember this . . . if you want to realize your total profit potential, complete your store service with a Bock Extractor installation.

WRITE for complete information on different Bock model sizes and available store promotion material.

**BOCK LAUNDRY MACHINE CO. • 3600 SUMMIT STREET • TOLEDO 11, OHIO**



Ave., Granite Falls, N. C. James Overcash, owner of the laundry, said he had not determined what caused the 120-

gallon tank to explode. The building was a complete loss and the equipment was extensively damaged, he said.

## obituaries

**CHARLES E. CRULL**, 89, president of Mariemont (Ohio) Laundry, died recently. Mr Crull was a member of Gerard Masonic Lodge, Flagspring Lodge of Odd Fellows, Royal Neighbors and Modern Woodmen of America. Surviving are a son and two daughters.

**JACK V. DARLING**, manager of the Stamford branch of Consolidated Laundries Corporation of New York City, died on March 14. Mr. Darling started his career in the laundry industry with Cashman Laundry in 1937. He became an employee of Consolidated in 1951 when the company purchased Cashman Laundry.

**PHILLIP HENRY HAMMOND**, 71, managing director of Winnipeg (Manitoba) Laundry Ltd. and Henry Brothers Cleaners and Launderers, died recently. Mr. Hammond was a member of the Rotary Club and Winnipeg Chamber of Commerce. Surviving are his wife, a son and two daughters.

**HARRY HERSHEY SCHAFFNER**, 78, founder and president of North Chicago Laundry Co., Chicago, Illinois, died recently. Mr. Schaffner was a member of the board of directors of the Hebrew Theological College and the Associated Talmud Torahs of Chicago. Surviving are a son and daughter.

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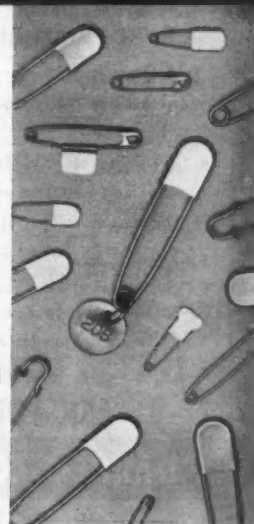
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**1000 PEACHTREE N. E., ATLANTA, GA.**

HARRY A. SCHOTT, 61, owner of Columbia Laundry Machinery Company, Kansas City, Missouri, died in his sleep recently. Born in Boonville, he came to Kansas City in 1914. He was a member of the Laundry and Cleaners Allied Trades Association, American Institute of Laundering, Kansas City Chamber of Commerce, South Side Business Association, Lions Club, Eagles and Elks. He was past president of the L.A.C. (Laundry, Allied and Cleaners) Club of Kansas City. Surviving are his mother and two sisters.

LEONARD S. SMITH, JR., chairman of the board of The National Marking Machine Company, Cincinnati, Ohio, died on April 29 at Holmes Hospital in Cincinnati. Mr. Smith became associated with National in 1916 and was

president of the company from 1929 to 1958, when he became chairman of the board. He received a commission as Cavalry Lieutenant in 1917, and in 1927 retired as a Lieutenant Colonel in the Ohio National Guard. He was a director of the Fifth Third Union Trust Company, Cincinnati Mechanics Institute, and a trustee of the Children's Convalescent Home in Cincinnati. He was a member of numerous clubs and organizations. Surviving are his wife, two daughters and a son, Leonard S. Smith, III, vice-president of National Marking.

TOM TODD, retired Southern sales representative of The National Marking Machine Company of Cincinnati, Ohio, died on April 30, in Towson, Maryland. Mr. Todd retired from the company in 1958 after twenty-nine years of service.

## convention CALENDAR

**West Virginia Launderers and Dry Cleaners Association**  
*Daniel Boone Hotel, Charleston, West Virginia, June 17-18*

**Southeastern Linen Supply Association**  
*Grove Park Inn, Asheville, North Carolina, June 19-22*

**International Exhibit**  
*Frankfurt-am-Main, West Germany, June 19-26*

**Midwest Cleaners & Launderers (Kansas Association of Cleaners and Launderers and The Associated Cleaning & Laundry Services of Missouri)**  
*Elms Hotel, Excelsior Springs, Missouri, June 23-25. With exhibit*

**New Hampshire Laundry and Dry Cleaners Association**  
*Lake Tarleton Club, Pike, New Hampshire, June 24-25*

**Florida Institute of Laundering and Cleaning**  
*Fontainebleau Hotel, Miami Beach, Florida, June 24-26*

**Georgia Laundry & Cleaners Association**  
*Atlanta Biltmore Hotel, Atlanta, Georgia, August 12-13*

**Virginia Association of Launderers and Cleaners, Inc.**  
*Hotel Roanoke, Roanoke, Virginia, August 21-23*

**Pennsylvania Laundryowners Association**  
*Pocono Manor Inn, Pocono Manor, Pennsylvania, October 20-23*

**Institute of Industrial Launderers**  
*Roosevelt Hotel, New Orleans, Louisiana, November 6-10*

**Laundry and Cleaners Allied Trades Association**  
*Hollywood Beach Hotel, Hollywood Beach, Florida, November 16-18*

# classified department

Mail your box number replies to **THE LAUNDRY JOURNAL**, 466 Lexington Ave., New York 17, N. Y.

## LAUNDRIES AND CLEANING PLANTS FOR SALE

For sale: In central Michigan, modern cleaning plant with shirt laundry. Gross last year \$75,000. Long-term lease on building or will sell. For further information, **ADDRESS: Box 2027, THE LAUNDRY JOURNAL.** -2

Complete laundry and drycleaning plant for sale in Iowa. Sales last year \$67,000. Good lease on building. Will sacrifice on account of other business interest. **ADDRESS: Box 2274, THE LAUNDRY JOURNAL.** -2

For sale: Fast service, well equipped, home, commercial, and self-service laundry. Only commercial laundry in town, population 3,700. Located 40 miles west of Wichita, Kansas, on Highway 54. For full information write or phone, Nu-Way Laundry, Kingman, Kansas. **PH 956.** 2310-2

For sale: Laundry and drycleaning plant in eastern Montana—operating 25 years in growing community. Serves rapidly developing Air Force Base. Owner wishes to retire. **ADDRESS: Box 2311, THE LAUNDRY JOURNAL.** -2

Laundry-cleaners Minnesota doing over \$265,000 annually, profit and executive salary \$48,000 per certified statement. Only interested in cash sale. **ADDRESS: Box 2312, THE LAUNDRY JOURNAL.** -2

Kansas City, Missouri, trade area. Annual volume \$200,000. More than 50% cash-and-carry. A money-maker in excellent location. Scarritt Realty Company, 804 Scarritt Building, Kansas City 6, Missouri. 2313-2

Established 21 years, in central Pennsylvania, small laundry, specializing in quality work. Cash-and-carry. Building has two apartments. Yearly sales \$45,000—Sacrificing, ill health. **ADDRESS: Box 2325, THE LAUNDRY JOURNAL.** -2

Laundry plant for sale. In northern Ohio on Lake Erie. Gross \$85,000 yearly. Long-term lease. Reasonable for fast sale. **ADDRESS: Box 2324, THE LAUNDRY JOURNAL.** -2

For sale: Laundry, drycleaning and linen supply plant for sale. Equipment like new. Synthetic drycleaning plant. Gross \$100,000 last year. Building 9,700 sq. ft. Two rentals on property. This is a steal. Total price \$75,000. Good terms. Location in central Arizona, one of the fastest growing towns in the state. **ADDRESS: Box 2325, THE LAUNDRY JOURNAL.** -2

## BUSINESS OPPORTUNITIES

Open an "unattended" coin-operated reducing salon. Complete seven-unit package only \$2,975 direct from manufacturer. Request details. Write: Trimian Manufacturing, 4812 Irvington, Houston, Texas. 2332-11

## SALESMEN WANTED

**REPRESENTATIVE WANTED:** Experienced commission salesman wanted for Texas, Oklahoma, Arkansas, Kansas, Missouri on line of basic laundry and drycleaning supplies. Long established leading manufacturer. Replies kept confidential. **ADDRESS: Box 2298, THE LAUNDRY JOURNAL.** -14

**LAUNDRY CONSULTING:** Sell and service institutional laundries. Western New York, Ohio. Sales experience requested. We provide good salary, all expenses, car, employee benefits. Career opportunity. Confidential. **ADDRESS: Box 2333, THE LAUNDRY JOURNAL.** -14

15¢ a word for the first insertion and 12¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 20¢ a word, first insertion, 15¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.50 (new or repeat).

Help Wanted and Situations Wanted ads 10¢ a word for first insertion, 8¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge \$1.50 (new or repeat). Capitals or bold face type—double these rates.

Ads including full payment must be in our hands by the first of the month. Payment must accompany all orders. Add cost of 5 words if answers are to come to a box number to be forwarded by us. Rates are net, not commissionable.

## SITUATIONS WANTED

**GENERAL MANAGER or SALES MANAGER**—officer in both national and state laundry organizations desires position with **QUALITY PLANT**. Winner of **ADVERTISING and SALES PROMOTION CONTESTS**. **COLLEGE and A.I.L. GRADUATE**. Twenty years experience in **EVERY PHASE of TEXTILE MAINTENANCE**. **ADDRESS: Box 2308, THE LAUNDRY JOURNAL.** -5

Laundry or linen supply superintendent with 25 years experience in every phase of operation, quality and cost control-conscious. Excellent employee relations. Desires position, will relocate. Character and achievement reference furnished. **ADDRESS: Box 2328, THE LAUNDRY JOURNAL.** -5

Production and quality, laundry and drycleaning manager. Hotel, hospital or family plant. Train operators in each department; 10 years with government, 13 years in civilian plants. Sober, married. Position must be steady. Will locate anywhere. **ADDRESS: Box 2329, THE LAUNDRY JOURNAL.** -5

## HELP WANTED

**WANTED:** Linen supply executive—for direct assistant to executive officer of multiplant operation. Job requires that applicant be qualified to assume full responsibility for every detail of operation. Might be assigned to reorganize, set procedures, recruit personnel. Must have sufficient background to standardize, institute work changes and incentives. It would be helpful, though not essential, if applicant had training with one or more larger and most successful linen supply organizations in the country. Job would offer excellent remuneration, bonus arrangement and opportunity to enjoy pension and insurance plans now in force. Some travel is involved. **ADDRESS: Box 2297, THE LAUNDRY JOURNAL.** -7

**A GOLDEN OPPORTUNITY:** If you have the proper background, we will train you to become a plant manager. Write or call National Industrial Laundries, 1100 Sherman Avenue, Elizabeth, New Jersey. 2306-7

You will have unlimited opportunity for advancement with America's largest and fastest growing family laundry and drycleaning group. We are interested in recent **NID OR AIL GRADUATES OR YOUNG MEN WITH EQUIVALENT EXPERIENCE**. Send complete resume of background and recent photo to Box 2321, **THE LAUNDRY JOURNAL**. All replies will be held confidential. -7

Permanent job with future—laundry doing \$25,000 year, cleaning \$40,000 a year. Want experienced cleaner and spotter or must have experience in laundry—working toward managing entire plant. Salary open \$100 week or better. Black Hills area. Tom Lallatin, Newcastle, Wyoming. 2330-7

**SUPERINTENDENT:** To take full charge of drycleaning department employing 12 people, up-to-the-minute Perc equipment—air presses. Salary, bonus and profit sharing plan will net right man \$6,750 plus, the first year. Apply Crescent Laundry and Cleaners, 1915 Harrison St., Davenport, Iowa. 2331-7

## CONSULTANTS

Surveys of complete plants, single departments, or individual problems. Any type laundry—commercial, linen supply, family, industrial, institutional. All phases including methods, incentives, layouts, production controls, mechanical, chemical, textile. **HARRY COHEN, LAUNDRY MANAGEMENT CONSULTANT**, 745 Fifth Avenue, New York 22, N. Y. Tel.: ELdorado 5-1353. 1612-25



## PROFESSIONAL NOTICES

**CARRUTHERS' BULLETIN**—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 201-27

## MISCELLANEOUS MERCHANDISE FOR SALE

**LAUNDRY LISTS**—4 1/4 x 11"—\$1.50 per 1,000 in 15,000 lots. White 16 lb. bond. Park Printing, 1323 Pennsylvania Avenue, Pittsburgh 33, Pa. 2240-45

**NYLON LAUNDRY NETS 24"x36" ONLY \$13.50 PER DOZEN, HANKY NETS \$3.95 PER DOZEN, 18"x30" NETS \$6.95 PER DOZEN. WRITE L. S. SUPPLY COMPANY, 211-57 18th AVENUE, BAYSIDE 60, N. Y. 2241-45**

**EQUIPMENT FOR SALE**—Why make expensive repairs on obsolete dump valves when modern, leakproof, air-operated diaphragm valves cost so little? Write George W. Krieh Laundry Machinery Co., 1786 No. Spring Street, Los Angeles 31, Calif. 2102-45

**SAVE IN SIXTY WITH TUFECOTE and TUFECRETE**, the all-new solvent and waterproof plastic coating for walls and floors. Designed especially for laundry and drycleaning plants to reduce maintenance, improve appearance and provide dust-free, clean walls and floors for your plant. Write today for free information. Reynolds Coatings Corp., 412 Sussex St., Phillipsburg, N. J. 2290-45

## SUEDE AND LEATHER SERVICE

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive DAVOTEX process. You will become a regular customer. C. O. D. CLEANING & DYEING CO., 1430 Harrison St., Davenport, Iowa. 654-13

**SUEDE and LEATHER**—Cleaned, dyed, refinished. Guaranteed "FRENCH-TEX" process. LaFRANCE DYE HOUSE, 7606 Carnegie Ave., Cleveland 3, Ohio. "Member of the S. L. R. A." 2239-13

**FROM OUT OF THE WEST**, comes suede & leather work at its BEST. RICHARD KELLEY'S MEL-O-FLEX SUEDE & LEATHER REFINISHING SERVICE, 500 West Grand, Oklahoma City 2, Okla. Member N.I.D. and S. L. R. A. 2270-13

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**REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES.** Expert service men. Full line of Asher ironers rebuilt by men who know how. BAEHR LAUNDRY MACHINE CO., 29 Calumet Street, Newark 5, N. J. 1228-37

## BUSINESS SERVICE

Suits double-breasted made single. \$9.95. Tailoring of any kind wholesale. Also instructions by mail. Talis, 11 Pleasant St., Worcester, Mass. 2143-10

**CUSTOM-DYEING — CARPETS — RUG DYEING TO YOUR COLOR — OLD CARPET — NEW — WOOL — COTTON — VISCOSE — NYLON**—16 1/2 sq. ft. Edlou Rug Dyeing, 500 Leonard St., New York 11, N. Y. Tel. EVERgreen 8-1792. 2322-10

## MACHINERY FOR SALE

**AMERICAN and TROY 5-ROLL 180" IRONERS**, ironing goods on both sides in single pass. Can be arranged for return feed. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6766-4

**8-ROLL 120" AMERICAN and TROY IRONERS, REBUILT IN NEW MACHINE CONDITION.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6799-4

**CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL-WELDED STAINLESS-STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS-STEEL CYLINDERS WITH OUR FINCH- AND FOOL-PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS.** CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9706-4

## MACHINERY FOR SALE (Cont'd)

**TROY and AMERICAN LATE-TYPE 6-ROLL 180" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6618-4

**AMERICAN 4-ROLL 108" and 120" STANDARD FLATWORK IRONERS. COMPLETE WITH VARIABLE-SPEED MOTORS. NEW MACHINE GUARANTEE.** CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 9318-4

**48 x 126" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3-, 6-, or 9-COMPARTMENT STAINLESS-STEEL CYLINDERS.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9368-4

**40" AMERICAN OPEN TOP EXTRACTORS WITH AUTOMATIC BRAKE RELEASE. 40" HOFFMAN EXTRACTOR WITH EXPLOSION PROOF MOTOR.** CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 598-4

**MONEL METAL WASHERS. AMERICAN CASCADE, 1 COMPARTMENT, 1 DOOR, MOTOR-DRIVEN, 30 x 48", 30 x 30", 24 x 36", 24 x 24", REBUILT LIKE NEW.** CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 693-4

**40" AMERICAN ZEPHYR, HOFFMAN AMICO AND TOLHURST CENTER SLUNG OPEN TOP EXTRACTORS WITH COPPER AND STAINLESS STEEL BASKETS.** CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 600-4

**24 x 120" RETURN-FEED SUPER IRONER, MOTOR-DRIVEN. PRICED RIGHT.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck St., Brooklyn 6, N. Y. 9725-4

**HUEBSCH 25" COMBINATION HANDKERCHIEF AND NAPKIN IRONERS COMPLETE WITH FLUFFER AND TABLE, 4 CISELL MASTER HOSIERY DRYERS, LIKE NEW.** CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9943-4

**AMERICAN 120", 12-ROLL IRONER, THOROUGHLY REBUILT, IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY.** CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 647-4

**48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN-TOP MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4

**Five 42 x 84" AMERICAN MASTER CASCADE DOUBLE END-DRIVEN MONEL WASHERS with 2-compartment, 2-door cylinders. IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6910-4

**2-ROLL 108", 110" and 120" AMERICAN and CL RETURN-FEED IRONERS. MECHANICALLY EQUAL TO NEW.** CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 735-4

**PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES:—COLLAR AND CUFF, BOSOM, YOKO AND TWO LAY SLEEVE PRESS.** CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9948-4

**PROSPERITY LATEST TYPE SPORT SHIRT UNIT, complete with TUMBLER AND DRYSET VACUUM UNIT. Used less than one year. Equal to new in every respect.** Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1537-4

**American and Hoffman 140F drycleaning units, complete in every respect. New-machine condition, at considerable saving over new-equipment price.** Cummings-Landau Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 1538-4

**AMERICAN MASTER CASCADE, DOUBLE-END-DRIVEN, CONVERTED TO SILENT CHAIN DRIVE AND "V" BELT DRIVE AT MOTOR, 44 x 94", 44 x 108", 44 x 120" MONEL METAL WASHERS with 3 and 4 pockets.** CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1726-4

**AMERICAN STREAMLINED 6-ROLL IRONER, WITH HAMILTON SPRING PADDED ROLLS AND VACUUM DEVICE, IN NEW MACHINE CONDITION.** CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1729-4

**AMERICAN, TROY and SMITH-DRUM MONEL METAL WASHERS. MOTOR-DRIVEN, 42 x 94" 2-POCKET and 3-POCKET, 42 x 72" 2-POCKET.** CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1730-4

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4—AMERICAN SUPER-ZARMO DUCK COAT PRESSES; 4 AMERICAN FOLDMASTERS, EITHER FOR 7" or 8" FOLD. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1733-4

ONE—AMERICAN FULLY AUTOMATIC WASHWHEEL FORMULA CONTROL MODEL 956M. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 1900-4

1—AMERICAN CLASS 121, 5-lane Stackrite stacker. Mechanically equal to new. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St. Brooklyn 6, N. Y. 2097-4

26", 28", 30", EXTRA DEEP AMERICAN, FLETCHER, PELLERIN, TROY EXTRACTORS. Motor-driven. Some with NEW electrical equipment. Copper or stainless-steel baskets. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2108-4

16 x 100" AMERICAN 41210 RETURN-FEED FLATWORK IRONERS. MOTOR-DRIVEN. PROSPERITY POWER CIRCLE AND AMERICAN SUPER ZARMO 51" TAPERED PRESSES. VERY REASONABLY PRICED. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2109-4

48" AMERICAN, TOLHURST, TROY DIRECT MOTOR-DRIVEN EXTRACTORS. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2110-4

54 x 120" C/L REBUILT MONEL METAL WASHER, NEW DOUBLE END ROLLER CHAIN DRIVE, NEW C/L EVERITTE DOORS, DIRECT MOTOR-DRIVEN THRU "V" BELT. EQUAL TO NEW IN EVERY RESPECT. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2111-4

CABINET SLEEVES, PROSPERITY AND AMERICAN WITH MEASURING DEVICE. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2112-4

All metal bundle trucks, with rubber castings in A-1 condition. Size: 63" long, 5'6" high, 16" deep. \$35.00 each. ADDRESS: Box 2084, THE LAUNDRY JOURNAL. -4

5 NATIONAL FANTOM FAST MARKING MACHINES AND 5 LISTING MACHINES. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2116-4

PANTEX, HOFFMAN MODEL X AND PROSPERITY MODEL E2D AIR-OPERATED DRYCLEANING PRESSES. THOROUGHLY REBUILT. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 2178-4

3—42 x 84" AMERICAN CASCADE UNLOADING WASHERS, two-compartment, 2-door cylinders, 220 v. 3 HP. 60 cycle electrical equipment. Not rebuilt but in good operating condition. CUMMINGS-LANDAU, 305 Ten Eyck St., Brooklyn 6, N. Y. 2202-4

AMERICAN FORMATIC SHIRT UNIT. IN VERY GOOD OPERATING CONDITION. CUMMINGS-LANDAU, 305 Ten Eyck St., Brooklyn 6, N. Y. 2221-4

20", 26", 28" and 30" EXTRA-DEEP AMERICAN, FLETCHER, PELLERIN, TROY EXTRACTORS. Motor-driven. Some with NEW electrical equipment. Copper or stainless-steel baskets. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU, 305 Ten Eyck St., Brooklyn 6, N. Y. 2222-4

10" HUEBSCH HANDKERCHIEF IRONERS with fluffers, like new. Talley Laundry Machinery Co., Greensboro, N. C. 1267-4

UNIPRESS TWO-GIRL SHIRT UNIT, rebuilt. Talley Laundry Machinery Co., Greensboro, N. C. 1277-4

30 x 30 AMERICAN STAINLESS-STEEL WASHERS, excellent condition. Talley Laundry Machinery Co., Greensboro, N. C. 1279-4

AMERICAN IRONER, 2-roll 100", rebuilt in A-1 condition. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C. 1804-4

# MACHINERY FOR SALE (Cont'd)

Five TROY 48" open-top extractors at a bargain price. **TALLEY LAUNDRY MACHINERY COMPANY**, Greensboro, N. C. 1806-4

**PROSPERITY** and **ALAX** air-driven utility presses. **TALLEY LAUNDRY MACHINERY COMPANY**, Greensboro, N. C. 1808-4

42 x 84 and 42 x 96 **AMERICAN** and **HOFFMAN** rebuilt washers—in excellent shape. **TALLEY LAUNDRY MACHINERY COMPANY**, Greensboro, N. C. 1811-4

**PROSPERITY** 51" wearing apparel presses. Power Circle, rebuilt. **TALLEY LAUNDRY MACHINERY COMPANY**, Greensboro, N. C. 1803-4

36 x 30 **HUEBSCH** GAS-FIRED TUMBLERS, like new. **Talley Laundry Machinery Co.**, Greensboro, N. C. 1279-4

**HOFFMAN** X MODEL PRESSES, factory rebuilt. **Talley Laundry Machinery Co.**, Greensboro, N. C. 1280-4

40" and 48" **AMERICAN** all stainless-steel open-top extractors—perfect shape. **TALLEY LAUNDRY MACHINERY COMPANY**, Greensboro, N. C. 1802-4

CALL! WRITE! WIRE! "DON'T DILLY-DALLY, CALL TALLEY." We have a complete stock of late model rebuilt laundry and drycleaning machinery. Low terms to suit you! **TALLEY LAUNDRY MACHINERY CO.**, GREENSBORO, N. C. 2052-4

**PROSPERITY** CABINET SLEEVERS—late models. **TALLEY LAUNDRY MACHINERY**, GREENSBORO, N. C. 2053-4

**PROSPERITY** 200# AUTOMATIC OPEN-END WASHERS—Just arrived. **TALLEY LAUNDRY MACHINERY**, GREENSBORO, N. C. 2054-4

**PROSPERITY** 2-ROLL x 120" IRONER—excellent shape. **TALLEY LAUNDRY MACHINERY**, GREENSBORO, N. C. 2057-4

**PROSPERITY** TWO-GIRL SHIRT UNITS, rebuilt and guaranteed. **TALLEY LAUNDRY MACHINERY**, GREENSBORO, N. C. 2058-4

20" **HUEBSCH** HANDKERCHIEF IRONERS with fluffers, like new. **TALLEY LAUNDRY MACHINERY**, GREENSBORO, N. C. 2059-4

Six-roll 120" **AMERICAN** and **TROY** rebuilt ironers. **TALLEY LAUNDRY MACHINERY**, GREENSBORO, N. C. 2063-4

**PROSPERITY** 51" wearing apparel presses. Power Circle, rebuilt. **TALLEY LAUNDRY MACHINERY**, GREENSBORO, N. C. 2065-4

36 x 30 **HUEBSCH** GAS-FIRED TUMBLERS, like new. **TALLEY LAUNDRY MACHINERY**, GREENSBORO, N. C. 2066-4

**HOFFMAN** X MODEL PRESSES, factory rebuilt. **TALLEY LAUNDRY MACHINERY**, GREENSBORO, N. C. 2067-4

40" and 48" **AMERICAN** all stainless-steel open-top extractors—perfect shape. **TALLEY LAUNDRY MACHINERY**, GREENSBORO, N. C. 2068-4

Unipress and Prosperity cabinet sleeveers—late models. **ADDRESS: Box 2174, THE LAUNDRY JOURNAL.** -4

Like new "Prosperitol." Fully automatic washwheel controls. Government cost \$2,675—while they last \$285 each. You can't afford to let this bargain go. Call or write: **Talley Laundry Machinery Co.**, Greensboro, N. C. 2173-4

Just arrived! A number of 42 x 72 **American** and **Hoffman** washers in A-1 condition. Excellent buys! **Talley Laundry Machinery Co.**, Greensboro, N. C. 2176-4

Air-driven New Yorker mushroom drycleaning presses. Like new. **Cheapl Talley Laundry Machinery Co.**, Greensboro, N. C. 2177-4

**ASHER** ironers 48 x 120, 32 x 120. Rebuilt, big stock, terms. **Baehr Laundry Machine Company**, 29 Calumet Street, Newark 5, N. J. 2240-4

Two—42 x 84" **ELLIS** two-pocket UNLOADING WASHERS; One—42 x 54" **AMERICAN** two-pocket UNLOADING WASHER. Two—50" **ELLIS** Notrux extractor. One—**FURKETT** 72" hot shake-out tumbler with conveyor. One—**AMERICAN** small-piece folder. **CHICAGO USED & NEW LAUNDRY EQUIPMENT CO., INC.**, 3128 West Lake Street, Chicago 12, Illinois. NEvada 8-7764. 2136-4

One—**SUPER** 2-roll 120" chest-type steam-heated return ironer—factory rebuilt. One—Used 8-roll 120" chest-type ironer. **SUPER LAUNDRY MACHINERY COMPANY**, 1115 West Cornelia Avenue, Chicago 13, Illinois. 2137-4

**WILLIAMS LAUNDRY MACHINERY CO.**—All sizes and types of new and used laundry and drycleaning equipment; **WASHERS, EXTRACTORS, TUMBLERS, FLATWORK IRONERS**, etc. Items available too numerous to mention. Also jobbers for Milnor, Super, Heubsch, etc. Can satisfy all machinery needs at **BARGAIN PRICES**. We are in a position to furnish parts for all makes and models of equipment available. For further information **CALL** Stillwell 6-6666 or write **WILLIAMS LAUNDRY MACHINERY CO., Inc.**, 37-37 9th St., Long Island City 1, N. Y. 2282-4

8 and 6-roll **STREAMLINE** flatwork IRONERS; 42 x 84" automatic dump **WASHERS**, flatwork IRONER ACCESSORIES, i.e. folders, spreaders, stackers; Notrux extractors. **MUST ACT IMMEDIATELY. ADDRESS: Box 2286, THE LAUNDRY JOURNAL.** -4

**FOR SALE: Washer-extractors**, fully automatic with supply injection; 2—200 lb.; 1—100 lb.; 1—60 lb. six months old. 1—used 8-roll 120" flatwork ironer. **ADDRESS: Box 2315, THE LAUNDRY JOURNAL.** -4

Troy and American 2-roll 100" and 120" **FLATWORK IRONERS**; wearing apparel **PRESSES** and late-type **CABINET SHIRT UNITS**. Act immediately! **ADDRESS: Box 2316, THE LAUNDRY JOURNAL.** -4

1—brand-new Braun 100 lb. laundry combination washer-extractor, automatic. 1—used American 42 x 84" motor-driven stainless-steel washer. Very good condition. 1—used American 48" stainless-steel open-top extractor, motor-driven. Very good condition. 15—used Bishop stainless-steel truck tubs (36" deep). In excellent condition. **J. J. Reiman**, 25 West Utica St., Buffalo 9, N. Y. 2317-4

For sale: One 60# Prosperity open-end washer, \$450. One Hoffman mushroom drycleaner's press, Model ARW1, air-operated, \$275. One Pantex pants legger, Model M44-1-OCA-1, \$295., air-operated. All of the above equipment is in splendid condition. **Harold Stegmiller**, 2747 17th Ave. Court, Moline, Illinois. 2318-4

35 LB. **PROSPERITY** WASHER, **HUEBSCH** HANKY IRONER, PICK INSTANTANEOUS HEATER, 2-GIRL **ALAX** SHIRT UNIT, UNIPRESS CABINET SLEEVER, REBUILT **ASHER** IRONER, LAUNDRY SCALES, MOTORS, BLOUSE UNIT, NATIONAL HAND AND POWER MARKING MACHINES, 1/4 TON ELECTRIC BUDGIT HOIST, **AMERICAN** SPLIT COLLAR AND CUFF PRESSES. **S. BIEL**, 25-27 WEST 23RD ST., BAYONNE, N. J. FEDERAL 9-6161. 2319-4

42 x 42 **HUEBSCH** UNLOADING AND REVERSING TUMBLER (with temp. signal and lint box); steam & coil; only 2 months usage; won't refuse reasonable offer! Ideal as a conditioner! **ADDRESS: Box 2326, THE LAUNDRY JOURNAL.** -4

1000-GALLON HOT WATER TANK. **BUTLER** SCRAPEDOWN FILTER—1200-GALLON CAPACITY. **S. BIEL**, 25-27 WEST 23rd STREET, BAYONNE, N. J. FEDERAL 9-6161. 2327-4

## MACHINERY WANTED

Wanted: 5 used Polymark or Thermoseal marking machines. State serial number, condition, and price in reply. **ADDRESS: Box 2314, THE LAUNDRY JOURNAL.** -3

**ALL TYPES OF LAUNDRY EQUIPMENT WANTED: ADDRESS: Box 2320, THE LAUNDRY JOURNAL.** -3



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## MR. MANUFACTURER:

In this issue, top laundry management is reading about

### ● GETTING THE MONEY FOR EXPANSION

● 1959 FAMILY LAUNDRY SALES (at \$756,000,000 still the industry's #1 money-maker)

### ● LINEN CONSERVATION FOR LINEN SUPPLIERS

—part of a timely editorial package helping laundrymen get more out of their business by putting more into it — more new ideas, better equipment, modern supplies.

Article after article, **THE JOURNAL** provides the "how to" that builds efficiency, volume, sales, and customer satisfaction—editorial service that spells acceptance for every persuasive page of news and advertising carried in . . .

## THE LAUNDRY JOURNAL

466 Lexington Ave.

New York 17, N. Y.

ORegon 9-4000

# ... IN THE wash

## Shirt Sales Plans

To the Editor:

In your February issue you mention on page 32 that three manufacturers are promoting the shirt selling plan through laundry and cleaning outlets. Could you please send me the names and addresses of the above.

A. J. SCOLLARD  
Scollard's Laundry  
Spokane, Wash.

*We welcome your inquiries.*

—EDITOR

## Attention Box Men

To the Editor:

In your March issue of *THE LAUNDRY JOURNAL*, you report on the packaging break-through (in California). Could you possibly supply me with the name of a box manufacturer who makes and prints shirt packages.

ED KLENS  
White Way Laundry  
Torrington, Conn.

## Any Takers?

To the Editor:

Here is a prediction.

Armour Research Foundation may advocate \$5,000-a-week routes at 16 percent total delivery costs.

They will indicate that there are not enough men available who are physically able and mentally determined to operate a \$1,000-a-week route if left alone.

They will indicate that every house on every street in every town in every state is now spending no less than \$4 a week on its laundry, cleaning, repairing, etc., bill.

Therefore they may advocate the use of a specially designed low-slung freight car on wheels that will roll into a street.

The truck's speaker will softly play "How beautiful you are" so as to alert the immediate area householders.

Five bright, smiling young men, smartly uniformed, will drop off the truck. Some will deliver, others will ring bells and leave circulars announcing next week's special.

No long canvassing by anyone.

Just the big smile and "Good morning, Mrs. Smith. Next week's special

will be skirts. Do you have any shoes today? That is our special for this week."

The circular will do the selling. He is just there to help her take advantage of the specials.

Every house has something to send every week.

The service is all-inclusive—laundry, drycleaning, rugs, shoes, etc., etc., etc. "What do you have—we do it."

Once-a-week deliveries.

Specials handled by one of the men each evening while the others are unloading.

Four men will do the work of five if one is sick or on vacation. No extra men required.

Constant and consistent friendly low-pressure selling directed at getting \$200 a year *average* from every house on the route.

Want to take a bet on this?

P. S. Armour's 62-page report will give you greater detail.

WILLIAM L. GEORGE

Jay Laundry  
Plainfield, N. J.

## Read and Corrected

To the Editor:

In part of your article in "Laundry Primer" titled "Introduction to Basic Washroom Procedures," the XYZ laundry example indicates a loss of soap as though it were added to the entire 60,000 gallons of water used to process the stated work load of 2,000 nine-pound bundles. Wouldn't the soap be added only to the percentage of water required for the actual sudsing operations rather than the entire 60,000 gallons? If so, the amount of soap lost would then be figured on the basis of the amount of water to which the soap was actually added. [Right.—Ed.]

In your October Guidebook, the paragraph concerning "water hammer cure" is very true but needs one more feature added. In the pipe cap, a simple air valve is easy to install, making draining of the system unnecessary. I did this and can now add air to the several shock absorbers in a couple of minutes—possibly once a month or when needed.

As you can see, I read your *LAUNDRY JOURNALS* and believe they are very helpful.

PAUL W. RIPLEY  
Laundry Manager  
Crownsville State Hospital  
Crownsville, Md.



## Can You Top It?

To the Editor:

Enclosed is a photograph of one of our most unusual sales. It's an heirloom tablecloth a little over 18 feet long. All the lace and work on it is completely hand-done, and it's really a work of art. It was valued at \$6,000 twenty-five years ago and is worth much more now.

FRANK FITE

Fite's Dry Cleaning-Bundle Laundry  
Tyler, Tex.

*Wonder how he priced it—by the foot or by the pound?—EDITOR*

## Wants More Kramer

To the Editor:

Please give me the name of the publishing company of Victor Kramer's book, "Establishing and Operating a Laundry." (See page 18, May issue, *THE LAUNDRY JOURNAL*.)

M. F. NUCKOLS  
Superintendent, Grounds & Structures  
Richmond Nursing Home  
Richmond, Va.

*This book was published by the U. S. Department of Commerce but is now out of print. You might check your local library; it might have an issue on hand.—EDITOR*

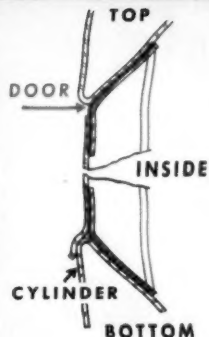
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THE **ELLIS WEDGE**  **TYPE DOOR**

*improves with age*



**DOOR DETAIL**



Note how the Door seats inside the cylinder on tapered jams and sills. Action of the load forces the Door into tighter fit and prevents movement.

The Ellis non-pinch Wedge-Type Door is another special feature developed exclusively for the Ellis line of *Heavy Duty Washers*. It is a guaranteed cylinder door, and the only one that improves with use and age.

The unique design insures a positive tightly sealed door under all operating conditions. This is achieved by seating the door from *inside* the cylinder. All four sides of the door are tapered, and seated in matching tapers in the cylinder.

The weight of the revolving load striking the door from the inside drives the door tightly into its seat, and prevents it from moving or working loose. When unlatched, the door releases instantly due to the tapered fit.

This trouble-free door laps in its seat, and actually improves with age. Abrasives from emery dust, filings, dirt or grindings, encountered in washing, have no damaging effect on it.

We have installations 25 to 30 years old where the original wedge-type doors are still in use . . . with no signs of impairment.

*Ellis advanced design and finely engineered construction help to protect your investment and prolong your equipment in service and economy. Contact us for your next washer installation.*

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Continuing research and development, with competent field service by your Cowles Technical Man, brings matched detergency to bear on the toughest laundering problems. And because he's a specialist in laundering, your CTM can provide speedy assistance.

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